

the Conclave Presents

THE TATTLE

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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The American Spectator reported this week that **Mike McVay**, **Cumulus** programming executive, was **Cumulus Media Networks Mike Huckabee's** first caller, as the show launched nationwide. The *Spectator's* **Jeffrey Lord** reported that "Mike in San Francisco," said, "Well Governor, let me start by saying it's great to have a different opinion and a different person on the radio and I'm very, very happy that you're doing this radio show. One of the reasons why I want to listen to your program every day is because you ran for office and you've been a politician, you have a different perspective I think." Lord's view that the McVay comment about a "different opinion and a different person on the radio" was a shot at **Premiere's Rush Limbaugh**. Cumulus co-COO **John Dickey** admitted to McVay's presence, indicating "a colleague in the company was excited about the new show and arranged to call in with the first question, without Governor Huckabee's knowledge." Dickey reminded fellow Cumulus employees that "we should reserve air time for our listeners, and refrain from calling in to our own shows." But according to Lord, the McVay question "right off the bat, (allowed) Governor Huckabee's credibility as a conservative radio host to be jeopardized with a planted question from a Cumulus executive. A question that deliberately took a shot at Rush and the conservative movement ... and by all appearances was pre-arranged." A former member of the Reagan administration, Lord continued saying Cumulus' Huckabee launch "is about replacing Reagan conservatism — represented here by Rush Limbaugh — with RINO ("Republican in Name Only") Radio." *COMMENT: OMG! A planted question! A 'deliberate shot' at a competitor! Never in the annals of radio history has such a thing EVER happened in talk radio! Off with their heads! But we digress, as something important got lost in the reporting of this incendiary story: What question, exactly, did McVay ask? — TK*

Some interesting figures were shared by the industry's two behemoths, **Clear Channel** and **Cumulus**. Cumulus sent their agenda for their Friday, May 8th company annual shareholders meeting to the **Securities and Exchange Commission**, which includes executive pay information. CEO **Law Dickey** makes almost \$20 million? Dickey enjoys a base salary of \$1,122,042, up from \$940,000 in 2010 and \$921,884 in 2009. Lew also received a \$2 million dollar bonus, \$1,558,400 in stock awards and \$15,193,479 in option awards. SVP/Treasurer/CFO **Joseph P. Hannon** was paid #355,208 with a total compensation of \$1,892,313. EVP/Co-COO **Jon Pinch** was paid \$616,734, with a total compensation of \$3,732,782. EVP/Co-COO **John Dickey's** salary in 2011 was \$699,525, with his total compensation of \$5,407,686. SVP/Secretary/General Counsel **Richard S. Denning** was paid \$429,167, with a total compensation of \$1,893,374. On to the other guys at Clear Channel... They've disclosed similar information in a Schedule 14-A SEC filing. CEO **Bob Pittman** earned \$250,000, with a \$1,435,500 bonus, \$1,146,064 in options and other compensation for a total of \$3,401,754 in 2011. Chairman/Former CEO **Mark P. May** was paid a \$1 million salary, but collected a total of \$1,778,129. EVP/CFO **Thomas W. Casey's** salary was \$750,000, with a total of \$1,964,953. EVP/General Counsel **Robert H. Walls Jr.** made \$600,000 in salary, but collected a total of \$1,356,125. Chairman/CEO **John Hogan** made \$612,864, but a total of \$2,477,307. *COMMENT: The salaries reported to the SEC certainly raised eyebrows, especially inside the industry. Yes, \$20 million would pay for 400 employees making \$50K annually. And \$3 million would buy 120 employees at \$25K per annum. But that's going on in many businesses today, as executive salaries have mushroomed over the past 20 years allowing CEO's like Lew and Bob to join the famed 1% of top wage-earners. But let's not worry about those folks. They've got a safety net, as this week's SEC filings prove. As holders of licenses that promise to best serve the public interest, we're sure they'll put those salaries to work doing just that. — TK*

THE NEXT CONCLAVE WEBINAR: THE RULES OF RADIO #3 - EEO WITH GREGG SKALL, WEDNESDAY APRIL 25 AT 2P CT! This webinar is the third in a series of Conclave webinars dealing with the "Rules of Radio" - laws and regulations every broadcaster should know about. In this installment, **Gregg Skall** of **Womble, Carlyle, Sandridge & Rice/Washington, DC** will present an overview of all-important EEO practices that should be well known and executed by every station executive...but many times, are not. And it is well known that EEO infractions,

the Conclave Webinars

THE RULES OF RADIO, PART III

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

Conclave Webinar!

Wednesday
April 25

at

2P CT!

It's free!

Sign up now!!

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The Learning Conference

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the Conclave

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Doubletree Park Place
Minneapolis

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Journal/Milwaukee employees signed a petition calling for the recall of Wisconsin Governor **Scott Walker**, creating a controversy. Journal Talk WTMJ-AM and **NBC** affiliate WTMJ-TV issued a station that said, "Today's TMJ4 and Newsradio 620 WTMJ discovered that several members of our staff signed the recall petitions for Governor Walker. Some of those employees play a role in our news-gathering and editorial process. Several of them also work on-air: One at Today's TMJ4; four at Newsradio 620 WTMJ. "We want you to know that we consider this a serious issue. We are in the process of dealing with it internally. Our reputation of being a fair and unbiased news source is of paramount importance to both Today's TMJ4 and Newsradio 620 WTMJ. "We expect anyone involved in the production of news to avoid situations that could compromise our integrity. We don't allow news employees to sign nomination papers for candidates, display yard signs or take part in a political campaign. "However, many employees told us that they felt signing the recall petition was not a political act, but instead felt it was similar to casting a vote. WTMJ does not agree and we want to assure you, our viewers, that we are taking measures to make sure all of our reporting is fair, balanced and to ensure something like this does not happen again." The Milwaukee Journal reports that the other big-4 TV stations (ABC; WISN-TV, FOX; WITI-TV, and CBS; WDJT-TV) also signed the petitions and each issued similar statements.

A "historic" royalty deal with digital music service and cellular phone companies has been reached with groups representing the labels/publishers/artists and songwriters, "Setting mechanical royalty rates and standards that supports a slate of new cutting-edge business models to help consumers access and enjoy music." The agreement between the **Recording Industry Association of America, National Music Publishers'**

Association and Digital Media Association solves the **Copyright Royalty Board Rate Proceeding** under Section 115 of the **Copyright Act**. The new rules keep the current song rate of 9.1 cents for downloads, CDs and other physical formats, 24 cents for ringtones, and the same formulas, with limited changes, used to determine the mechanical rate for different kinds of subscription and free interactive-streaming services.

Quite a bombshell's worth of information was launched today, as **Live365** General Counsel **Angus MacDonald** reported that 90% of **SoundExchange's** 2011 revenues came from two and ONLY two sources - **Pandora** and **SiriusXM**. **Kurt Hanson's RAIN** reported that MacDonald estimated SiriusXM's royalty payments to be around \$200 million in 2011 (s figure based on its antitrust lawsuit against SoundExchange]), while Pandora paid SoundExchange \$136.3 million in the 12 months that ended January 31st, 2012. Combined, the two parties paid in the neighborhood of \$336 million to SoundExchange in 2011 with SoundExchange's reporting total 2011 revenues of \$371.9 million.

The first two pieces of the 37th **Conclave Learning Conference** Agenda (July 18-20/Doubletree Park Place Hotel-Minneapolis) have been put in place! The Learning Conference sets sail at 9AM on Wednesday morning July 18 with the 3rd annual **JACOBS MEDIA SUMMER SCHOOL**. Jacobs Media President/CEO **Fred Jacobs** says, "Conclavers, time to crack the books again at this year's Jacobs Media Summer School. For the third consecutive year, we'll present a great crash course loaded with ideas you can take back to your station when you get home. Expect great sessions dedicated to providing great info for broadcasters in every market size. Hope you can join us." Also returning for a third year on a new day is **RAIN SUMMIT MIDWEST**, set for Friday morning, July 20. RAIN's creator and President **Kurt Hanson** reflects, "For over 20 years, The Conclave has been one of my favorite North American radio conference – the people, the spirit, the atmosphere of learning, the fun... It's the perfect venue to bring together radio people who are excited about all of the opportunities that Internet radio offers. So we're delighted to be able to bring RAIN Summit Midwest back to The Conclave for the third straight year!" Expect more of this summer's agenda to be announced in the coming weeks.

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RAIN presents **RAIN Summit Midwest**

At The Conclave Learning Conference
Friday, July 20



RAIN Radio And Internet Newsletter

Details at www.kurthanson.com

The January/February 2012 **Arbitron** and **Edison Research** study of 2,020 people 12+ is being called "The Infinite Dial 2012 – Navigating Digital Platforms" announces that the "studies provide estimates of emerging digital platforms and their impact on the media landscape." Here are some of the more important highlights. The 30% year-over-year jump in the weekly online radio audience shows that radio is more relevant than ever, spanning broadcast, video, mobile, social media and online; Smartphone ownership has tripled in two years; A majority of Americans own a portable media device; Social Media grew most year-over-year among people 45+. Monthly Online Radio Audience reaches 40% of Americans; Weekly Online Radio Audience Jumps Dramatically; Weekly Online Radio Listeners Report Listening for nearly ten hours per week; Vast Majority of Online Radio also listen "Over-the-air" radio; Continued rise in those who use their Cell phone to listen to online radio in their cars; One in three At-Work Radio listeners on a computer or mobile device. Ages of Heavy Radio users closest to population; Heavy Internet Users Skew Younger, Heavy TV users lean Older, Heavy usage of One Medium is NOT necessarily Associated with Less Time with other Media; Heavy Users of Radio and Internet more likely to be employed Full-Time.

BIA/Kelsey's first quarter "Investing in Radio Market Report" reports that over-the-air radio revenues were \$14.1 billion, a .4% increase over 2010. Radio's Online increased 15.1% in 2011 or \$439 million. In 2012, BIA/Kelsey is expecting online revenues to continue to increase at a fast pace, becoming an important portion of stations profits. BIA/Kelsey also expects the radio industry's revenue to grow to \$14.6 billion in 2012, a 3.5% gain over 2011, bolstered by the national election. Online radio ad revenues will grow from \$505 million in 2012 to \$767 million in 2016.

jacAPPS unveiled their next generation smartphone app – **V3**. **Jacobs Media** says the new application provides "an extraordinary amount of flexibility, expansion and listener engagement not found in most apps for radio or in aggregated apps that contain hundreds of stations." "With over 600 apps and close to 14 million downloads under our belt, we've learned a lot about what listeners want in an apps," said VP/GM **Paul Jacobs**. "Radio station brands are more than just their stream. They engage with audiences through multiple channels. And, the V3 app enables time-shifting, social communication and sharing. For jacAPPS customers, the app provides unlimited expandability as well as a revenue component, push messaging

and the ability to be updated immediately without growing through any approval process. This is truly a major step forward for radio in the mobile space."

Prayerworks, developed by **Northwestern Media** Contemporary Christian KTIS/Minneapolis in 2009, reached one million prayers recently! "Many organizations have a place where people can submit prayer requests. But the encouragement comes from knowing that your request has actually been prayed for – sometimes hundreds of times!" said KTIS Dir./Listener and Community Engagement **Morgan Wood**. Prayerworks was created to offer a more interactive prayer experience, providing encouragement through notification that a request has been prayed for and the opportunity to send notes of encouragement. Users can receive notification that their request has been prayed for via email or text message. This tool is available as an iPhone app and in a mobile version at: [Online Prayer Networks](http://OnlinePrayerNetworks.com).

Business Talk Radio Network adds "Your Money" with **Bruce Helmer** and **Peg Webb** Sunday's at 1p (CT). The show has already been airing on **CBS** Talk WCCO-AM/Minneapolis, **Salem** Talk WIND-AM/Chicago and **Clear Channel** Talk WHO-AM/Des Moines.

Congrats to **Dick Ervasti** and **Charles Thomas** for being the new announcers of **Premiere Networks'** "Coast to Coast AM," host **George Noory** announced. Ervasti has been a Conclave faculty member and webinar presenter.

Did you work in La Crosse, WI at WLCX and/or WLXR during the 80s or before? Your friends are looking for you. Both stations are planning a reunion. [Click Here](#) for the reunion schedule and list of missing employees.

PLAN NOW – BUDGET NOW FOR THIS SUMMER! 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. Already in place is the *Jacobs Summer School*, **Kurt Hanson's RAIN Summit Midwest**, and the gala *Rockwell Awards Luncheon* honoring **Fred Jacobs** and **Rich Meyer**. A complete agenda will be announced shortly. Click on <http://www.theconclave.com/upload/conclave2012reg4012012.pdf> to download a 2012 Learning Conference Registration form!

North American Broadcasting Active Rock WRKZ/Columbus, OH announces that "Loper and Randi In The Morning" joins the station, effective Monday, April 23rd.



At The Conclave Learning Conference
Wednesday, July 20



the nation's leading rock radio consulting firm.
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Tuition discounts available!

Friday, July 20
2012 Rockwell Award Ceremony



Fred Jacobs • Rich Meyer

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Friday, July 20



37th CONCLAVE!

Doubletree Park Place • Minneapolis, MN • July 18-20, 2012

CBS Hot AC WQAL/Cleveland ups middayer **Tim Richards** to APD!

Journal Top 40 WWST/Knoxville midday host and Promo Director **Gretchen Helterhoff** heads to Milwaukee to join sister Adult Hits WLWK for mornings.

Clear Channel Active Rock WEBN/Cincinnati promotes night guy "Shroom" **Schumm** to MD.

Townsquare Media Top 40/Rhythmic WZPW/Peoria, IL APD/MD/PM driver **Amanda King** has been upped to Brand Manager/PD. King replaces former PD **Jason Parkinson**, who left to pursue professional interests outside of radio.

Former **Midway Talk WVON-AM/Chicago** midday host **Santita Jackson** has joined the **FOX News Channel** as a commentator. Jackson, the daughter of Rev. **Jesse Jackson** and producer of his **Premiere Networks** weekly "Keep Hope Alive" show, has been replaced for now by **Perri Small** at WVON.

NRG Media/Wausau-Stevens Point, WI appoints **Ritch Cassidy** as Brand Director and **Mike Peot** as Director of Sales. Cassidy spent 12 years at **Clear Channel/Lincoln and Omaha, NE**, will oversee all programming and promotions on Country WYTE and Top 40 WHTQ.

Entercom Top 40/Mainstream WXSS/Milwaukee names **Michelle Knight** for nights.

Zimmer Country KCLR/Columbia, MO morning co-host **Carissa Loethen** exits.

Mid-West Family AC WMGN/Madison MD/midday veteran **Amy Hudson** is stepping away from radio to become the Exec. Director of a non-profit organization, "Monroe Main Street" headquartered in nearby Monroe, WI.

Congratulations out to **NRG Media Modern AC KQKQ/Omaha OM/PA** **Nevin Dane** and his wife **Kristen** on the birth of **Parker Katherine-Marie** who was born a week ago Monday (4/2)!

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. 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/>.

Condolences to Milwaukee Brewers radio voice Bob Uecker and his family on the passing of his son **Steve Uecker** last Friday in Milwaukee. Steve was 52 and died of complications of San Joaquin Valley Fever.

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

WCJC / WXXC / WMRI / WBAT radio group in Marion, Indiana is seeking an experienced media Account Executive to join our local sales team. You will be responsible for prospecting and developing new business as well as growing and maintaining existing accounts. A positive attitude and excellent verbal and written communications skills are a must. Ideas sell: bring yours and be rewarded! We offer a competitive compensation package including Medical, Dental, Paid Vacations. We need to fill this position quickly so rush your resume and letter of introduction to **John Clark**, Sales Manager at jclark@1069wxxc.com.

89 WLS & 94.7 WLS-FM are looking for a Promotions Coordinator. The ideal candidate has the ability to multi-task with strong organizational skills and excellent written & oral communications skills. This position requires a creative, organized, detailed-oriented individual to work with the Promotions Director on the creation and execution of all radio station sales and programming promotions. Essential functions of this position include, but are not limited to, the following: Running the Promotional Internship Program; maintaining and updating the Promotional Calendar and Copy Grids; managing the execution of all appearances and broadcasts; assisting the Promotions Director with writing copy for on-air promotional announcements, website content and press releases; evaluating product giveaways for on-air and on-line; maintaining positive relationships with promotional companies to increase such opportunities; performing other marketing, promotional, and public relations activities as assigned. Requirements: Must be available to work days, late nights and weekend events in addition to office hours. Must be over 21 years of age. Must have a valid drivers license and be able to operate a vehicle/van. Computer skills are a must. Must be able to lift equipment, 20LB plus. Motivated and outgoing. If interested, please e-mail your cover letter, resume, and salary requirements to: chicagoradiojobs@cumulus.com. Please reference the following 3 things in your cover letter: Hiring Manager & Department Code (listed below) and where you saw this job posting. **Cumulus Radio Chicago**, Attn: Lorraine Lynn - Dept. AA, 190 N. State Street, Chicago, IL 60601.

Opinionated, yet friendly? Are you equally comfortable with news AND entertainment topics? Able to hit all the show's elements, while still letting your personality shine through? Are you a radio "star" who's able to share the spotlight with other team members? News junkie, but "hip" too? We need an individual or team with just the right touch. Twitter, Facebook, web site, blog, podcast — by instinct, not because you have to? We're looking for the next host of our morning n/t program. You'll work for a stable, privately owned company that's committed to broadcast excellence. You'll enjoy a high quality of life in a small-to-midsized market. Competitive salary and benefits. Our current morning host is being considered for a promotion within our company. We anticipate an opening in the next 2-3 months. What would you do to connect with a new group of listeners? Females, minorities encouraged to apply. EOO. Tape and mp3 to ajharrisradio@yahoo.com

Here we grow again. WIFE AM&FM is looking for a hardworking on air personality. duties include afternoons on our Country FM and tracked mornings on our Oldies AM, production and remotes. We are hometown radio and a big part of our communities. Send your resume, references salary requirements and aircheck to ted@wifefm.com. This is an immediate hire. if you love and live small market radio, send us your best stuff.

Are you a prep monster with a big personality ? Your Country, WIN 98-5 continues the search for an afternoon talent who can captivate the Southwest Michigan audience. Entertainers who are involved with the community on-air, on the streets and through social media, rush your demo to: <mailto:Pj.lacey@mwcradio.com>.

The Big Talker 1480 KQAM in Wichita, Kansas has an immediate opening for a morning newstalk host. We are needing to fill this position before the end of April, so the first applicants will receive the first consideration. KQAM is a Fox News affiliate featuring Glenn Beck, Laura Ingraham, Dennis Miller and Jason Lewis, and we are now looking for Wichita's local talk star. This position will also have a sales element, in which the successful candidate will be eager to sell his/her own show as well as other offerings on KQAM. If you think you're the best fit for this job, tell us why. RUSH your resume and demo to Jay Sanderson, Ops. Mgr/PD at jsanderson@maanradio.com

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Kokomo's Variety Z92-5 is looking for a Full Time Afternoon Show Host and Promotions Director. You will work with a full cast of great radio people. We are looking for someone who LOVES going out in the community and being with the listeners. You will do a LIVE show from 2P-7P. We have a 2 Person Morning Show and would love for you to join the team. We encourage all to apply. Please send a Resume and Demo to chriss@z925fm.com.

Titan Broadcasting is looking to grow our marketing team. We are looking for a hard working, locally minded individual with a drive for success, the willingness to take on challenges, and one who is looking for a career that is new and exciting every day. Great communication skills, both oral and written are a must, time management and presentation skills are also critical for success. You'll enjoy the camaraderie of a successful team of broadcast sales professionals, as well as all of the benefits of working for Southeast Iowa's most powerful and prestigious radio stations. Advertisers love us because we deliver results. Can you? If this sounds like the job for you and think you would enjoy working in our brand new facilities, send your resume to: Titan Broadcasting, Attn: **L.J. Pritchard**, 610 N. 4th St. Suite 310, Burlington, IA 52601 or email it to jobs@titanburlington.com.

Journal Broadcast Group is recruiting for a key leadership position. Our VP/Radio Programming will work closely with our radio teams across the company to sustain, grow and create strong, successful brands. Here's what's important to us: How You Think: We're looking for a creative, strategic thinker. Show us how you think critically to evaluate and improve programming. How You Lead People: It's important to us that you have effective people skills. Show us how you inspire people, collaborate across teams and build trust. Demonstrate that you can identify and develop talent. How You Deliver Results: Show us your track record for delivering on ratings commitments. Give us examples of decisions you've made that demonstrate resolve and courage to move your organization forward. If you're ready to bring your strategic, people and results leadership skills to work for a company that emphasizes local engagement and values integrity, excellence, determination and innovation, we'd love to hear from you. Cover letter and resume (no calls, please) to: **Steve Wexler** Executive Vice President Journal Broadcast Group 720 E. Capitol Dr. Milwaukee, WI 53212 swexler@jrn.com

A Three station FM Cluster in Columbus, Indiana is seeking a full-time News Anchor/Reporter. Beginners need not apply. Ideal candidate is responsible for covering local meetings and breaking news in addition to normal anchoring, reporting and web duties. Experience with Adobe Audition/Cool Edit valued along with great writing, Knowledge of AP style of writing and social media. Come to a city that has one of the fastest growing economies in the nation plus a great place to live. Solid benefits package available. Send tape and resume to jobs@qmix.com

KTPK Country Legends 106.9 seeks Sales Manager, Topeka, Ks. Full Time Duties: Grow Sales revenues by increasing local market share for KTPK; develop and implement sales strategies through pricing policies, key and target account management, and inventory management; work with all station departments to maximize promotional and product opportunities; identify and monitor sales trends locally and nationally; create a productive work environment leading employees through our mission, vision and values; maintain department budget. Supervise Account Managers. Recruit, hire, retain, train and lead the best sales talent to work in a productive culture based on accountability. Facilitate inter-departmental cooperation designed to optimize our assets and the ability to leverage resources to achieve and exceed our revenue goals. Qualifications: Education: Bachelor's degree in related field or a proven sales & sales management track record. Experience: Minimum 5 years sales experience. Skills: Excellent written and verbal communication skills; strong organizational skills. Being competent in leading a winning sales team by communicating a vision, strategic decision making; knowledge of broadcast industry related to inventory, ratings, research, marketing, demographics and internet sales. Ability to meet strict deadlines, achieve financial responsibilities and work well independently and as part of our team. If interested, please send resumes to **Jim Allan**, General Manager. 1210 SW Executive Drive, Topeka, Ks. 66615 or jallangm@countrylegends1069.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.