

the
Conclave Presents

THE TATTLER

Since 1975

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“Enough Rush” is a campaign by the **National Organization for Women** to get **Premiere Networks’ Rush Limbaugh** off the air. The women’s group, along with **Media Matters for America**, is hoping to “take action to get Rush off the air once and for all.” “Rush’s hostile, hateful speech is destructive to our public discourse, our communities and our democracy,” the campaign clearly says on its website, which is also asking for donations. In a press release, **NOW** Pres. **Terry O’Neill** stated, “For more than two decades, Rush Limbaugh has degraded women, people of color and anyone who doesn’t look or think like him. Like bullies everywhere, Limbaugh uses the age-old tactic of savaging one woman for the purpose of intimidating all women away from the public square.” Protests are planned for Washington, New York, Phoenix, Indianapolis, Columbia, MO, Toledo, Grand Rapids and West Palm Beach. *COMMENT: It’s great to have a cause that you can pursue with vigor, but this one seems a bit misguided. Yes, Rush stepped over the line in the Fluke case and it can be argued he should have paid more for that transgression than he did. But a group as passionate as NOW might have considered a different tack in addressing Rush on his alleged treatment of women on the air. Like campaigning for him to donate a scholarship in, say, women’s studies at a respected college of his choice. Or demanding that he take a stand on bullying, lending his clout to ending this scourge that harms millions of women and young people annually. Of all the groups that might be expected to*

embrace the concept and execution of free speech, NOW should be encouraging spirited on-air discourse. Seeking to end it seems way out of character for this respected organization. – TK

Another indecency case has the **Obama Administration** asking the **Supreme Court** to review the **FCC’s** appeal of a lower court’s decision that the \$550,000 fine against **CBS** and its affiliates, in the **Janet Jackson nip-slip Super Bowl** “wardrobe malfunction,” was improper. This is a review of the **3rd Circuit Court of Appeals** ruling that the CBS fine was “arbitrary and capricious” because it was based on changes in definitions of indecency made after the Jackson incident.

Cumulus and **Nielsen’s** relationship will now include Cumulus’ radio stations using **BDS** exclusively. Cumulus Media SVP **Dennis Green** said, “Our stations need the most reliable research and this arrangement with Nielsen accomplishes that and allows us to continue providing the most compelling content on radio.” “We look forward to sharing BDS data with our stations across all platforms.” Nielsen Pres./Entertainment **Howard Applebaum** added, “Cumulus selecting Nielsen BDS Radio as its monitoring service is a testament to our commitment to quality services and insights and we couldn’t be prouder.”

According to **Audience Development Group’s Brian Wright**, “You need not affect your entire listening universe to have a universal affect on your ratings.” Join Brian in an exclusive Conclave webinar May 9th at 2P CT as he reveals a fresh, intelligent and logical way to look at ratings in **ACROSS THE UNIVERSE – A NEW LOOK AT RATINGS**. Whether you’re in a PPM or Diary market, you’ll learn novel ways to grow a measurable audience! Conclave Webinars are free, but pre-registration is necessary by clicking on <https://www1.gotomeeting.com/register/237454968>.



The Learning Conference

Tuition \$399

Student/Faculty \$199

Group Rates Available

the Conclave

July 18-20, 2012
Doubletree Park Place
Minneapolis

The Jacobs Summer School • RAIN Summit Midwest
Rockwell Awards Luncheon/Fred Jacobs & Rich Meyer
Over 20 sessions with an All-Star Faculty
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Register now at <http://www.theconclave.com>

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**At The Conclave Learning Conference
Wednesday, July 20**



the nation's leading rock radio consulting firm.
[Details at www.jacobsmedia.com](http://www.jacobsmedia.com)

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.

NRG Media Country KFGE/Lincoln, NE has distributed "Say-Fight-Cure" wristbands, raising thousands to help the family of 7-year-old **Tyson Zimmer**, who is fighting medulloblastoma, a rare and aggressive brain cancer. The station also reached out to Tyson's favorite artist, **Jason Aldean**! Aldean produced a personal video for Tyson and sent a bunch of autographed memorabilia. Tyson, and his family, also gets tickets to an Aldean show in the future with backstage passes!

Lakota Communications noncomm Variety KILI/ Porcupine, SD plans to power their facility with wind! The turbine was installed in 2008, but the brakes and control panel didn't work and the gearbox broke before they could turn it on. Co-manager **Tom Casey** told the **Rapid City Journal** that "it would be nice to be a role model and show people renewable energy is possible on a small scale."

KILI's electric bill is currently \$2,500 a month, double what it was in 2008. The Journal added that South Dakota has "the fourth-highest-amount of usable wind energy in the country."

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!

An interesting read, put together by **Tom Taylor** of **TRI**, allowing radio's private group heads to do a tell-all about the industry from their perspective. This week, Tom interviewed **Chuck DuCoty**, COO of **NRG Media**. Ducoty said, "In a word, first quarter was terrific, and thus far Q2 is more of the same. We finished the first quarter 7 points ahead of last year's first quarter, which was our best quarter of 2011. Q2 is tracking even better, currently 8% ahead of last year. Forward pacing also continues to be strong and year to date, we're up over 11%. We had almost no political dollars in our first quarter numbers but that is now heating up, particularly in our Nebraska and Wisconsin markets. A third of the way through the year, it's shaping up nicely." More interviews to follow, including: **Merlin Media** entering into an LMA with WLFM/Chicago, enabling it to program and sell advertising on WLFM-LP effective April 30th, 2012. WLFM-LP is a low powered Chicago area TV-station whose audio can be heard on 87.7 FM, video with VHF antennas and viewed on **Comcast Cable** channel 877. The station is currently Smooth Jazz with local news/weather/traffic updates. Rumors are that WLFM-LP will become Alternative WKQX (using the legendary calls Merlin parked on a construction permit).



**At The Conclave Learning Conference
Friday, July 20**



[Details at www.kurthanson.com](http://www.kurthanson.com)

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RECORDING NOW AVAILABLE: THE RULES OF RADIO #3 - EEO WITH GREGG SKALL & LISA FIELDS, as presented yesterday 4/25 – presented by **Broadcast1Source**. This webinar was our third in a series of 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** and **Lisa Fields/Broadcast1Source** presented an overview of all-important EEO practices that should be well known by every station executive...but many times, are not. And, for those that might be looking for their next challenge, the material presented in this webinar provided an understanding of employment practices and HR issues that could help navigate the hiring system of a person’s next employer. To obtain a recording of this webinar, click on <http://www.theconclave.com/upload/conclave2012webinarorder.pdf>.

Triad Sports “ESPN” KQWB-AM/Fargo flipped to “True Oldies.” Manager **Michael Brooks** says, “There is a lot of sports programming in the market already, and there isn’t anyone catering to the true oldies.” The **Fargo Forum** says some of the ESPN shows will move to **Jim Ingstad’s** “Fan 740” KVOX-AM.

Hubbard Country WIL/St. Louis morning show producer **Judi Diamond** landed a show on **NickMom**, the nightly block of programming for moms on **Nickelodeon’s Nick Jr.** cable TV channel. Diamond is a co-founder and co-host of the website and blog lipsticknlaundry.com with **Kate Frisina**. Judi will also continue to produce “The Cornbread Morning Show.”

Townsquare/St. Cloud adds **Mark Alan** for a little bit of everything. Alan will host nights on KLZZ and weekends on both WWJO and KZRV.

Entercom Talk KMBZ-AM/Kansas City adds sister WSKY/Gainesville host **Jonathan Weir** for 9-11a, effective Monday, April 30th.

Nick Shannon returns to Wisconsin after 10 years of morning radio in Bozeman, MT. He’ll take over mornings at WTCH in Shawano, WI.

Max Broadcast Group Top 40 WCIL/Carbondale PM Driver **Ivy** (Amanda Hopkins) is leaving May 11th, after 13 years, to spend more time with her eight-month-old son. Ivy began as the board-op for **Casey Kasem**, she’s hosted nights and middays before doing afternoons for the last 5 years.

Condolences to family and friends of former sportscaster **Dom Valentino**, who passed April 17th in New York at 83 after battling prostate cancer and following a choking incident eight days before his death that prevented him from swallowing. Valentino was the radio voice of the Cincinnati Royals/Kansas City-Omaha Kings (now the Sacramento Kings) for several years in the 60s and 70s.

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/>.

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>.



TATTLER Jobs

Z93 WIZM-FM is casting our next big morning show! Are you fun and topical? Can you generate phones and buzz?! We're looking for you! Candidates must have 3-5 years experience, morning drive credentials would be a bonus! La Crosse is a beautiful city on the banks of the Mississippi. What are you waiting for? Send submissions ASAP to <mailto:jobs@mwfbroadcasting.com>

Dakota Radio Group has an on-air opening at it's Pierre, SD station cluster. We're looking for a motivated, energetic air talent to join our team of professionals. Duties include, but are not limited to a live afternoon air shift on KGFX, our 10,000 watt Heritage AM station, plus a voice-tracking shift on 100.1 the Eagle ("Super Hits")..writing and producing commercials, doing on-location remotes and other responsibilities which may be added as needed. Competitive pay..group insurance, including dental...401K participation available. Send an audio sample of your best stuff and a resume to **Paul Rollie**, Dakota Radio Group..214 W. Pleasant Dr. Pierre, SD 57501..or you can email an MP3 audio sample and resume to paulrollie@amfmradio.biz.

Zimmer Radio of Joplin is searching for a PM Drive talent for Classic Hits 93.9! This is a live on-air position weekdays 3pm-7pm and a live weekend shift, production, and remotes. Imaging experience is a plus! The ideal candidate will have experience with the "Classic Hits" format and relate to the audience. This position will feature multiple appearances each week promoting the station and Zimmer Radio. 939ClassicHits.com Please send your audio and resume TODAY. Operations Manager, Zimmer Radio, Inc, 2702 E 32nd Street, Joplin MO 64804, chade@zrgmail.com

Cumulus – "Morning Mayor" wanted for AC "My 98.3" WMIM, Monroe, Michigan. If you love community involvement and can bring that spirit to a locally produced morning show, then we need to hear from you. We want someone who has solid radio experience and wants to benefit from the positive rewards of small market radio. The successful candidate will be responsible for hosting the My 98.3 morning show, appearances and remote broadcasts, and working with the program director to create great radio

every day. Resumes, ratings history, references and mp3 should be sent in confidence to cumulusradio.jobs@cumulus.com with the subject "Monroe Mornings.

Zimmer Radio of Joplin is looking for our next program director for KIX 102.5 The 4-States #1 for Country. KIX 102.5 is the #1 station in the 4-States we feature a seasoned successful morning show, and on-air line up. The ideal candidate will continue and build on our station's success, with minimal change necessary or expected! Must be able to create station and sales promotions, strong imaging ability desired. This position features an on-air shift, remotes, and production. Must have at least three years programming experience! Zimmer Radio of Joplin is a privately held broadcast company! We work hard and enjoy creating great radio every day and we know how to have fun. Check us out online kix1025.com! We want to hear your imaging, on-air ability and the overall sound of the station you recently programmed. Send your audio and resume today rmeyer@zrgmail.com

101 WIXX has a very rare full-time opening in Green Bay. Our overnight guy is moving up in the company and we need to fill his shoes We are not your typical Top 40, which means we're not looking for a typical jock. We are obsessed with having personalities behind the mic. If you can be creative and fresh 7 to 8 times per hour, we definitely want to hear from you. Listen online to get the vibe at wixx.com. This position would also include daily production, some website updating, and helping out with various daytime promotions during the week and weekends. This is an amazing company and an amazing market with facilities you won't find anywhere. We offer a competitive salary and a full benefits package Email your package today. Please keep air checks under 3 minutes, and include a resume and cover letter. No calls please. My email address is: corey.carter@mwcradio.com. If you need the mailing address:WIXX, 1420 Bellevue St., Green Bay, WI 54311, Attn: **Corey Carter**, Brand Manager

Entercom Kansas City has an immediate opening for a Full Time Promotions Coordinator in our dynamic marketing services department for KZPT/WDAF. 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

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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",.

Seeking experienced and talented Rock mornings in North Central Illinois, 3+ years of on-air experience and a college degree preferred but not required. Send a resume, your best demo and salary requirements to northernillinoisradiojob@gmail.com.

River Radio of Southern Illinois is seeking a full time Marketing Consultant. Applicants must have a desire to win, competitive drive, ability to listen, a fast learner, and a vehicle with insurance. Position is a starter position prospecting new business. Applicants must mail their resume to **Kim DeBose**, General Sales Manager at River Radio 1431 Country Aire Drive Carterville, Il. 62918.

The Radio Group - LaSalle-Peru, IL is now accepting applications for full time air talent for our locally owned and operated seven station group. Successful applicant must be familiar with multiple formats, including Country, CHR, Classic Hits, and Classic Rock. Announcers who sound friendly, energetic, fun, and positive, and can relate to our audience will experience the most success at our stations. Please email your resume and airchecks to employment@theradiogroup.net.

White River Broadcasting in Columbus, IN is looking for an energetic, hard-working Brand Manager to also handle a daily air shift. Our ideal candidate would be an experienced self-motivator who also knows how to work in a team environment and is well-versed in all forms of

modern media. We need an individual who is not afraid to hit the streets and help promote our stations. Wow us with your resume and air-check. Mail your best stuff to: **John Foster**, Director of Programming, P.O. Box 1789, Columbus, Indiana 47202-1789, visit fpcjobconnection.com or email it to <mailto:jfoster@wcsiradio.com>.

Responsibilities/Job Descriptions (but not limited to) -Voice Track Loon (Classic Rock) Evenings M-F -Voice Track WWJO weekend shift -Voice Track KZRV weekend shift - Posting content for Websites – Entertainment, Arts Theatre and Up North Brainerd Area events -Posting Sports scored for Website in Afternoon (updating) -Back up announcer for vacations on all FM's -Set up help for Promotions / Events -Weekend News shift – updating stories for weekend as needed. If you're a team player and can multi task this is the position for you!! Need to be organized and drama free!! Your our "utility player" and go to person for many jobs throughout the week. Being able to adapt to changes and curve balls at the drop of a dime is very important! Interested? Let's talk ASAP. chad@mix949.com
Townsquare Media-St. Cloud

We seek a highly-motivated individual with strong organizational, communication, and technical skills to advance the use of Salesforce.com at a growing Network Radio company in Cleveland. Data Analyst provides support to the sales team as well as reports and general support for the management team of the organization. **Envision Radio Networks** (<http://www.envisionradio.com>) offers competitive benefits including health, dental, optical plans and compensation package, funded 401k retirement plan, and a fast-paced entrepreneurial environment. This is an opportunity to get in on the ground floor of one of Cleveland's fastest growing companies. Please send cover letter, resume and salary requirements to **Laura Orkin**, Chief Operations Officer or e-mail <mailto:LauraO@envisionradio.com>, or via fax to 216-514-4699.

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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