

the Conclave Presents

# THE TATTLEER

Since 1975

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The boycott of **Premiere Networks' Rush Limbaugh** cost **Cumulus** a "couple million dollars" in the first quarter, according to CEO **Lew Dickey**. That's 1% of the company's total revenue. Rush airs on 38 Cumulus stations. The company is now heavily marketing Rush's competition, the new **Mike Huckabee** show. Despite the loss in revenue from Rush Limbaugh, Cumulus is reporting a huge revenue growth of 324% to \$245 million, due mostly to the addition of the former Citadel stations, plus a \$2.4 million increase in political spending. However, the company overall reported a 3.5% drop, a little over \$12 million for the first quarter. KABC-AM/Los Angeles lost \$1.5 million dollars all by themselves last year carrying the Los Angeles Dodgers games, which they did not renew for this year. Dickey said "things seem to be getting a little better" in Spring ad sales, pacing flat for the second quarter, but ahead of first quarter's drop. *COMMENT: Lew's got quite a knack for unique marketing of Mike Huckabee's new show – "He didn't lose us a couple million dollars." You can bet the Rush/Huckabee battle is going to be a fun one to watch in the coming months. - TK*

**Clear Channel** Top 40/Mainstream WKQI/Detroit morning host **Mojo** (Thomas Carballo) is being sued by a former morning show member. **Rob Graham**, who

left the show in October after a break on the air became heated. "The on-air talk began with why Rob had missed a meeting the day before – listeners then called in guesses – but Rob did not find it humorous and it quickly turned into a showdown between the two co-workers," according to WXYZ-TV/Detroit. "I was humiliated, I was upset, I felt betrayed," Graham said. Graham's lawyer, **Jennifer Lord**, is accusing Mojo of violating **HIPAA** laws by revealing Graham's medical information on the air and, of pressuring Graham to post copyrighted materials to the morning show website. "He crossed a critical line," Lord said. "An employer cannot go on the air and talk about its employees private medical conditions." Market Manager **Til Levesque** is not commenting "on personnel matters."

On May 23rd, The Conclave presents a very special webinar: **FRED JACOBS** with the results of **JACOBS MEDIA's** industry-wide research study on North America's usage of digital technology and social media with **TECHSURVEY 8**. How has technology altered radio's format landscape? Find out on Wednesday May 23rd at 2P/CT. Conclave webinars are free, but to attend **TECHSURVEY 8** you'll need to sign up at <https://www1.gotomeeting.com/register/756800168>. Comprised of data obtained from the largest radio study about tech ever conducted (170 stations / 12 formats / 57,000 radio listeners) this special Conclave webinar will be so detailed and have so much information crucial to your future, that you will need to set aside 90 minutes to take in all the content and the Q+A period that will follow. Conclave webinars are moderated by Conclave Board of Directors member **Jay Philpott** of **Hubbard Radio's** 106-5 The Arch/St. Louis.

the Conclave Webinars

JACOBS MEDIA'S TECHSURVEY 8 -  
THE RESULTS!

The Conclave presents a very special webinar: FRED JACOBS with the results of JACOBS MEDIA's industry-wide research study on North America's usage of digital technology and social media with **TECHSURVEY 8**. How has technology altered radio's format landscape? Find out on Wednesday May 23rd at 2P/CT. Conclave webinars are free, but to attend **TECHSURVEY 8** you'll need to sign up at <https://www1.gotomeeting.com/register/756800168>. Comprised of data obtained from the largest radio study about tech ever conducted (170 stations / 12 formats / 57,000 radio listeners) this special Conclave webinar will be so detailed and have so much information crucial to your future, that you will need to set aside 90 minutes to take in all the content and the Q+A! Conclave webinars are moderated by Conclave Board Member, Hubbard/St. Louis' **Jay Philpott**.

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

Conclave  
Webinar!

Wednesday  
May 23  
at  
2P CT!  
It's free!  
Sign up now!!

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



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A poll conducted by **Harris Interactive** shows four out of five Americans that own a cell phone would consider paying a small, one-time fee to listen to their favorite local radio stations on their mobile phone. The **National Association of Broadcasters** quickly endorsed the findings. The survey was conducted online between April 18<sup>th</sup> and May 1<sup>st</sup> with more than 2,000 US adults (18+) responding. "The results of this survey demonstrate again a significant and growing demand for radio-capable cell phones in the U.S.," said NAB EVP/Communications **Dennis Wharton**. "We're hopeful that as demand for this capability becomes more apparent, wireless carriers will voluntarily offer this feature or activate radio chips already in their devices. Radio-enabled cell phones are a standard feature in much of Europe and Asia. From a public safety perspective alone, there is a strong case to be made for wireless carriers to also voluntarily activate radio chips in cell phones in the U.S." Poll findings also showed: 81% of cell users would consider paying that one-time fee of 30 cents (the cost of the radio microchip inside the cell phone) to listen to local radio through that built in chip. Local weather and music are the top two reasons respondents mentioned for wanting the chip and the local radio access. Seven out of ten cell users responded saying that having a radio built into their cell phone would be "very" or "somewhat" important. Three quarters of US adults would use a radio built into their cell phone. "Like in 2010, this survey again shows that a strong majority of American cell phone owners would use a radio built into their cell phone," said Harris Interactive SVP/Harris Poll **Regina A. Corso**. "Particularly in this day of ever-rising wireless data fees, four in five cell phone owners would pay a small one-time fee to access local radio programming."

*COMMENT: Of course, mobile phones already have the capability of capturing radio via streaming...or 'dialing' in music services like Spotify and Pandora (see below). Still, an inexpensive add-on like an FM chip*

*makes sense as mobile devices become more and more integrated as an essential human communications device. - TK*

**Pandora** says its share of U.S. listening is nearly 6%, driven by mobile. Same as last month, these are Pandora-reported figures, with no outside sourcing. It now claims more than 150 million registered users, and says "more than 100 million of the registered users have accessed Pandora via smartphone or tablet," according to **Tom Taylor's TRI**. More than 70% of listening hours "take place on mobile or other connected devices." Pandora claims its "active listeners" grew from 51 million to 51.9 million, compared to 34 million a year ago. Pandora said that total listening hours "crossed the 1 billion mark" for the first time last month. Pandora is "releasing key audience metrics on a monthly basis until third-party measurement services are in place to provide accurate information on Pandora's users and usage across platforms. Pandora has hit \$100 million in mobile ad revenue for 2012.

**Merlin Media's** News WIQI/Chicago launched a billboard campaign depicting disgraced former Illinois Governor **Rod Blagojevich** with sayings like "He Never Listens" or "He's not listening." Blago's lawyer **Sheldon Sorosky** doesn't find it amusing, and insists the billboard campaign violates the Illinois "Right to Publicity Act" by using his client's picture for commercial purposes without consent. There isn't a suit yet, but there could be.

**Milwaukee Radio Alliance** won 14 awards at the **2011 Wisconsin Broadcasters Association Awards** last Saturday. WLUM/Milwaukee won seven, including: 2011 Station of the Year (Large Market/Music Radio) and WLDB/Milwaukee picked up seven, too, including Best Morning Show (Large Market/Music Radio). WLUM also won the Best Original Feature, the Best Use of Audio (non-news), the Best Live On-Site broadcast remote and the "Madison Madness" category. WLDB won the Best Artist Interview. **NRG** Country WYTE/Wausa-Stevens Point morning team **Pat and AJ** won two awards, including the Best Use of Social Media and Best Live Remote.

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Congrats to **Radio One/Cleveland** for winning the **2011 Citizen of the Year** award, presented by the **US Marshall Service** of Northern Ohio. The award recognizes extraordinary contributions to law enforcement and society. Radio One/Cleveland promoted "The US Marshall Safe Surrender Program," encouraging fugitives to turn themselves in safely without harm.

**Merlin Media** launched Q87.7 quicker than expected. With the WKQX calls, the station's "rebirth" as Alternative became real May 6<sup>th</sup> at 7p. WKQX-LP is a low-power TV station whose audio can be heard on 87.7 FM.

Congrats to **Jacobs Media** President **Fred Jacobs**, recently honored as a "distinguished alumnus" of the **Michigan State University** College of Communication Arts and Sciences!

### **ACROSS THE UNIVERSE AVAILABLE NOW.**

According to **Audience Development Group's Brian Wright**, "You need not affect your entire listening universe to have a universal affect on your ratings." Brian conducted an exclusive Conclave webinar May 9th, revealing a fresh, intelligent and logical way to look at ratings in **ACROSS THE UNIVERSE – A NEW LOOK AT RATINGS**. Whether the webinar attendee operates in a PPM or Diary market, they learned novel ways to grow a measurable audience! To order a copy of this webinar, click on <http://www.theconclave.com/upload/conclave2012webinarorderform51630.pdf>.

**Tribune** Talk WGN-AM/Chicago midday news anchor **Jim Gudas** is out.

**WASK Radio Group** Country WKOA/Lafayette, IN moves **Bob Vizza** from afternoons to middays, while **Pork Chop** moves to afternoons from nights.

**Federated Media** Talk WOWO-AM/Ft. Wayne afternoon host **Pat Miller** leaves his post, but will continue with the station as a political analyst and Saturday host.

Former **CBS** AC KEZK host **John Carney** lands across the street at **CH Holdings** Talk-Sports KTRS-AM for 9p-midnight, effective June 4<sup>th</sup>.

**NBC** affiliate KBJR-TV/Duluth Sports Director **Tom Hansen** replaces **Dave Walter** as co-host of the 9-11a show on **Midwest Communications** Talk KDAL-AM/Duluth.

Twin Cities broadcaster **Clayt Kaufman** died on 4/30. He started in the WCCO Radio news department and rose through the ranks to general manager. Clayt Kaufman signed on at WCCO Radio in 1951, replacing the morning news editor — **Harry Reasoner**, who went on to fame at CBS. Over the next 39 years Kaufman held every job in the building, wrapping up his career in the late '80s as general manager, a respected, even beloved boss to the biggest names in our business, names like **Boone & Erickson, Howard Viken** and **Steve Cannon**. Clayt Kaufman was 85.

Condolences to family and friends of former **Clear Channel** Country KSD/St. Louis morning host **Craig Cornett**, found dead Tuesday in Jonesboro, AR at 46.

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

Develop new business accounts; service & maintain account list. Establish working relationships with individuals in the business community. Previous media sales experience and excellent interpersonal skills required. Must be willing to develop an account list of new clients. BA/BS preferred. No phone calls please. To be considered for this position, please apply online at [www.entercom.com](http://www.entercom.com) and click on "Careers."

**Entercom Indianapolis** WZPL, WNTR and WXNT radio stations are accepting applications for openings in our media sales department. If you're a self-starter, motivated, creative and goal driven, why not consider joining our team! We've got the brands, tools, training and market heritage to put you on the road to success. Candidates must possess exceptional communication, presentation and negotiation skills. One year previous broadcast experience preferred. To be considered for this position, please apply online at [www.entercom.com](http://www.entercom.com) and click on "Careers."

101 WIXX has a rare full-time opening. Our Afternoon Drive talent is moving to Cleveland and we need the next superstar to step up and seize this opportunity. WIXX is not your typical Top 40. We are personality driven. If you can be creative, fresh and local every break, you will make the cut. Listen online to get the vibe at [wixx.com](http://wixx.com). The job also includes a direct role in writing station imaging, planning/executing major station promotions, public appearances and working with our Interactive Department. WIXX is owned by **Midwest Communications**; a privately run company dedicated to serving the public with an awesome product. You will work in one of the finest broadcast facilities in the nation with a 100kw signal that covers an enormous region. WIXX has a long tradition of winning so a positive attitude and passion for the product is a must. We offer a competitive salary and a full benefits package. Email your air check, resume and cover letter to: [corey.carter@mwcradio.com](mailto:corey.carter@mwcradio.com). No calls please. Mailing address: WIXX, 1420 Bellevue St., Green Bay, WI 54311, Attn: **Corey Carter**, Brand Manager

**North American Broadcasting** in Columbus, Ohio, is seeking an experienced radio news reporter/anchor. Candidate must have a passion for news and must thrive in a competitive, deadline-driven environment. Excellent writing and anchoring skills a must. Responsibilities include: writing and delivering radio newscasts, conducting interviews on the phone and in person, covering breaking news events and special assignments, writing news for web sites and social media. Requirements include: At least 5 years experience in radio news, college degree in journalism or

an equivalent combination of education and experience, excellent news judgement and understanding of radio news operations and technologies. North American Broadcasting is an equal opportunity employer. Send resume, writing sample and aircheck to **Mark Nuce**, News Director, North American Broadcasting, 1458 Dublin Road, Columbus, Ohio 43215, email: <mailto:mnuce@nabco-inc.com>

**Zimmer Radio** of Mid Missouri is looking for a new full time addition to our award winning news team. If you are social media savvy, and have a passion for news, we want your demo and resume. At least 2 years of news writing, editing and delivery experience, along with Adobe Audition required. Audiovault experience and knowledge of video shooting/editing would also be helpful. Send your demo via e-mail to [radiojobs@zrgmail.com](mailto:radiojobs@zrgmail.com). No phone calls will be accepted. Demos longer than 3 minutes will also not be accepted. 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](http://939ClassicHits.com), must have at least three years on-air experience. Please send your audio and resume TODAY. Operations Manager, Zimmer Radio, Inc, 2702 E 32nd Street, Joplin MO 64804, [chade@zrgmail.com](mailto:chade@zrgmail.com)

You love news and current events, but you're also naturally funny. You can talk politics with the best of 'em, but you know people care most about how it impacts them. Conservatives connect with you... you're a "fit" for a station that already has Rush, Sean, and Savage. You're excellent on the phones, a good debater with people who disagree with your point-of-view, and you're comfortable interviewing local, state, and national leaders. Social media? Yep, you do that (on instinct, not because you have to). In some ways, you're like a politician – you're always campaigning for LISTENERS. News-Talk WSAU AM-FM is looking for its next morning host. You'll be heard on a big stick, from a top-notch facility, on an established, highly rated station. You'll work for **Midwest Communications**, a respected, locally owned company run by broadcasters, not by Wall Street bean counters. You'll live, work, and play in Wausau, WI, one of the country's great small cities with glorious summers, a skiing and snowmobile paradise, with great schools and a low cost of living. Send cover letter, mp3, and resume to [Chris.Conley@mwcradio.com](mailto:Chris.Conley@mwcradio.com).



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



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

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**Connoisseur Media** in Bloomington, IL is now hiring part-time air talent for a "live" shift for our newly launched CHR (Hits 100.7). Experience is required and local area candidates are preferred. If you know how to light up the phones, interact with listeners, are a social media ninja and live the lifestyle of our 18-34 targeted audience, then send your resume and a 2 min aircheck to: [hitsradiojob@yahoo.com](mailto:hitsradiojob@yahoo.com) Subject: Part-time Jock

**Midwest Communications, Inc.** (WMGI, WIBQ, WWSY, WBOW-FM, WBOW-AM, WPRS-AM) is growing in Terre Haute, IN. If you are motivated, organized, a team player, and get "it" we want to hear from you! All positions available, Brand Manager, Morning, Midday, Afternoon, Night & part time. The individuals we're looking for love both community and listener involvement. These are not starter positions...we are looking for SUPERSTARS!!!! Can you light up the phones, facebook, twitter, texting...and keep your listeners coming back for more? If you have an outstanding work ethic, great people skills and a proven track record of dominate ratings (Any Format), apply TODAY! We will need to get the usual resume and demo (NO LINK for these items). We will need links for your "WORK ONLY" facebook and twitter. These positions offer a competitive salary and full benefits package. Send To: [bill.cain@mwcradio.com](mailto:bill.cain@mwcradio.com). **Bill Cain**, Operations Manager, Midwest Communications, 824 S. 3rd Street, Terre Haute, IN 47807

Client station looking for an up-n-coming PD/PM Drive that understands that programming a CHR station is more than just generating a music log and doing bar remotes. We are looking for a brand manager that can create passion and communicate with the audience regardless of the platform. Send your package to [alanburnsgigs@gmail.com](mailto:alanburnsgigs@gmail.com).

B-104 in Oshkosh, WI has filled its weekday afternoon shift and is now looking for a part time voicetracker for weeknights (7p-12a). A talent from Wisconsin would be ideal as being familiar with our listening area is a must but being located in WI is not required. The musts are as follows: 1. You must have your own recording equipment and Adobe Audition 2. The gig will require a dedication of 6-8 hours per week. Make sure you have that kind of time in your schedule before you apply! 3. You must be able to track each show within 24 hours of when it airs as the show's content must be timely. Do not expect to receive 3 music logs at a time, track them all in one day then have the next 2 nights off... not what we're looking for! 4. A tracked weekend shift comes with the job We are NOT looking for a night show which revolves around Hollywood gossip reports. We are looking for someone who can connect with OUR listeners and THEIR lifestyle. Summer in the Fox Valley means bonfires, baseball leagues, fishing, camping, fairs, and festivals! Interested? Send a cover letter, resume, and a demo which showcases your best work to [b104voicetracking@gmail.com](mailto:b104voicetracking@gmail.com). We will start interviewing this week!

**MacDonald Broadcasting's** Adult Hits 97.3 JOE FM / WMJO Saginaw, Michigan has an immediate opening for a PM Drive air talent. Joe is looking for an individual that can present in Joe's distinctive style, has strong writing skills, enjoys having a great street presence to bring Joe's message to the people, has a passion for radio and wants to be part of Joe's winning team. If this sounds like you, Joe wants to hear from you right away! Experience working with Scott Studios computers as well as the Adobe-Cool Edit program is a plus. Please e-mail your resume, references, aircheck and production samples to [mbsaginaw@gmail.com](mailto:mbsaginaw@gmail.com) or mail to **Greg Cole**, Operations Manager, WMJO, 2000 Whittier Street, Saginaw, MI 48601.

**Midwest Communications, Inc.** is growing in Terre Haute, IN. If you are motivated, organized, a team player, and get "it" we want to hear from you! All positions available, Brand Manager, Morning, Midday, Afternoon, Night & part time. The individuals we're looking for love both community and listener involvement. These positions are for LIVE shifts...NO TRACKERS. These are not starter positions...we are looking for SUPERSTARS!!!! Can you light up the phones, facebook, twitter, texting...and keep your listeners coming back for more? If you have an outstanding work ethic, great people skills and a proven track record of dominate ratings (Any Format), apply TODAY! We will need to get the usual resume and demo (NO LINK for these items). We will need links for your "WORK ONLY" facebook and twitter. These positions offer a competitive salary and full benefits package. Send To: [bill.cain@mwcradio.com](mailto:bill.cain@mwcradio.com). **Bill Cain**, Operations Manager, Midwest Communications, 824 S. 3rd Street, Terre Haute, IN 47807

Magic 98 WMGN in Madison has a full-time on-air/MD opening. A standard job posting didn't attract what we're after, so here's some background. **Mid-West Family** is employee owned, in business since 1959, and not for sale. We didn't get the memo that radio is dead. We don't like tracking. We still spend money on marketing and research. We're #1 with our target audience. Our city is beautiful, and people like to raise kids here. Openings are rare. I've been here 28 years, my morning partner 23. Afternoon guy arrived in the 80s, APD in the 90s. We have sales pros that have spent decades here. Our facilities are a virtual theme park for radio, regardless of market size. We need an exceptional midday talent that can 1) relate to a 40 year-old women on-air, in person and on Facebook, and 2) interpret research, apply gut and create a brilliant music log. Sounding pleasant and doing the basics over song intros isn't enough. Hitting "schedule and "print" won't work. We need the right person to connect with a loyal audience and with an already incredible staff. Please do not call. Send your package to me at [pat.oneill@magic98.com](mailto:pat.oneill@magic98.com) or EEO Coordinator, Mid-West Family Broadcasting, 730 Rayovac Drive, Madison, WI 53701.

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

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