

the Conclave Presents

# THE TATTLER

Since 1975

Publisher: Tom Kay Editor: Ben Holsen  
Cartoons Suggested by Lenny Bronstein & Jay Philpott

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**SCHOLARSHIP WINNER'S ANNOUNCED!** The Conclave announces its 2012 scholarship recipients to learning institutions who emphasize radio and music industry education. This year, the Conclave proudly will be awarding prizes totaling over \$90,000 to deserving individuals from across the country. Receiving the **Broadcast Center/St. Louis (MO) scholarship** is **Dustin Boyd-Augusta, MO**; the **Brown College/Dennis Becker Memorial Scholarship** is **Eric Nordquist-Minnetonka, MN**; the **Specs Howard School of Media Arts/Bill Gavin Memorial Scholarship** goes to **Makeda Jacobs-Detroit, MI**; the **McNally-Smith College of Music** winner is **Riley Olson-Northwood, IA**; and the **Media Institute of Madison, (WI) & Minneapolis, (MN) scholarship** will be presented to **Roxanne Zepeda-St. Paul, MN**. Winners of the **dmr/IBS/Doug Lee Memorial scholarships** are **Jennifer Varan-Albright College, Philadelphia, PA** and **Kiley Kocinski-Point Park University, Pittsburgh, PA**. Varan says of her award, "Radio is my life - it means everything to me. I am thrilled to be a recipient of this award because it means that I will be one step closer to living my dream." Kocinski said, "I'm so excited to have won this scholarship! I want to thank everyone at The Conclave from the bottom of my heart for helping me get one step closer to achieving my dreams." A seventh Conclave scholarship, the **Marc Birger Memorial Scholarship**, will be awarded to a student majoring in communications at **Kean University** in New Jersey later this spring. The scholarship awards will be presented to their respective recipients at the **2012 Summer Learning Conference**, July 18-20, 2012 in Minneapolis, MN. For Conclave scholarship information visit <http://www.radioscholarships.com>. *COMMENT: One of the best*

*parts of my job is the calling of successful applicants to tell them they've won a scholarship from the Conclave. These young people will help shape the future foundation of our ever evolving industry, and I'm proud the Conclave and our scholarship partners play such a significant role in something so important. - TK*

The **Radio Advertising Bureau** is reporting that radio had its third consecutive Q1 increase with a 1% rise to \$3.814 billion! Digital (+10%), Network (+8%) and Off-Air (+3%) combined with a stable spot sector, led to the results. "Q1 2012 results confirm that Radio commands a solid position in brands' total marketing plans," stated RAB Pres./CEO and 2012 Conclave keynoter **Erica Farber**. "While advertisers continue to capitalize on Radio's Spot and Network efficiencies, they're increasingly utilizing local digital capabilities and audience engagement that this medium affords...Radio continues to benefit from new advertisers beyond the traditional top tier," stated Farber. "Advertisers using Radio to sell products and promote program tune-in have consistently enhanced their Radio presence. These increases confirm Radio's ability to drive sales and brand awareness." Political is also playing a big role in 2012. Here are the top 10 radio advertisers for Q1 2012: Comcast/Xfinity - \$89.7M, McDonald's - \$87.6M, Safeway - \$59.3M, Verizon - \$48.5M, Geico - \$46M, AT&T - \$45.5M, T-Mobile - \$42.2M, Toyota - \$41.7M, FOX-TV Network - \$39.6M, Honda - \$32M.

The **Media Audit** uncovered some interesting facts this week with respect to **Facebook**, radio and **GM**. "Facebook users do index below average in owning a GM vehicle," says The Media Audit. "GM owners have a high likelihood of being heavy radio listeners...Radio is a good place for GM to advertise to those who prefer a GM vehicle." In fact, General Motors has pulled advertising on Facebook. "Both **Ford** and **Chrysler** have stronger Facebook profiles than GM vehicle owners." But "all three domestic car companies have very strong profiles as heavy radio listeners." TMA's **Phillip Beswick** says that "advertisers have an interest in digital. However, they should still invest in radio, as it continues to have a particularly strong story for automotive." Adults planning to buy a new car in the next year, heavy internet users index at 121, above the average of 100. But, heavy radio listeners index at 126.



The Learning Conference

Tuition \$399  
Free Agent \$299  
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  
Scholarship Luncheon • Social/Networking Events  
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)

**FROM PANDORA'S WORLD.** CEO **Joe Kennedy**, in a quarterly message, said yesterday that they've passed 150 million registered users, and that during April, 51.9 million Americans came to Pandora for music and entertainment. He added that "Total listener hours" for February-March-April nearly doubled from a year ago, growing 92% to 3.09 billion. Pandora asserts its claim to having 5.95% of total U.S. radio listening. The Pandora CEO claimed it's "already larger than the largest AM or FM station" in many markets. He stated that the company is very pleased about the third-party audience measurement deal with the MRC-accredited **Webcast Metrics** service offered by **Triton Digital** - who will supply local as well as national data. *COMMENT: We can hear representatives from the bastions of terrestrial radio teeing up their traditional response of pooh-poohing any metrics or financial data Pandora puts forth. But we wonder what would happen if these same leaders responded with something like, "Because we are now ready to admit that our users view Pandora as 'radio', we officially want to recognize and welcome them as another member of the radio family. Their technology, and our response to it, is already positively impacting the industry. And for that, we thank them. In fact, we wish to announce that we've invited them - along with Sirius XM - to become members of the NAB and RAB. It's time to end the denial. Besides, we could use the dues." - TK*

It was just over one year ago that a tornado tore through Joplin, killing more than 100 people while causing millions and millions of dollars of damage. Last spring, City Manager **Mark Rohr** said in the aftermath, "Residents in the southwest Missouri city braced for news of fatalities after the vicious tornado flattened buildings, tossed cars and hurled debris up to 70 miles away." The **Red Cross' Kathy Dennis** pronounced that "75% of the town is virtually gone." But radio was on top of the disaster, performing heroics that kept citizens informed. This week, **Zimmer/Joplin OM Chad Elliot** told *All Access* "I wanted to share some news about Joplin! Yesterday was the one year anniversary of the May 22nd, 2011 EF5 Tornado that destroyed a large section of our community. The community gathered for a Day of Unity for a 3.5-mile trek across town, which our station staff walked and broadcast along the way! We had about 6,000 people on the walk Tuesday! We walked to Cunningham Park (this park took a direct hit and was destroyed) now rebuilt. We had 8,500 people

gather in the park and remember the 161 Joplin residents who lost their lives one year ago, It was an amazing day of reflection and rebuilding our great city!" *COMMENT: We said it then, and we'll repeat it now. Last spring, Chad and Zimmer demonstrated once again the power, passion, and effectiveness of LOCAL radio, saving hundreds of lives while helping a community rebuild. We have a word for what radio became that fateful day to the citizens of Joplin: Heroes. - TK*

While on the subject of Joplin, **Premiere Networks** "Coast to Coast AM" host **George Noory** is the narrator of a documentary about Joplin, MO and the tornado that devastated the area on the first anniversary. "Joplin, Missouri," debuts at Ragtag Cinema in Columbia, MO Wednesday (5.23.12) with a portion of the ticket sales donated to **RebuildJoplin.org**. Noory said, "After witnessing the horror of that Joplin tornado, friends from Missouri asked me if I'd participate in this documentary, and without hesitation, I said "Yes!""

**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. Visit <http://www.theconclave.com> to download a 2012 Learning Conference Registration form!

**Dial Global** host and former Conclave keynoter **Neal Boortz** has been nominated for an opening on the Supreme Court of Georgia. Really. Neal tweeted, "Reports are true. I have been nominated to a spot on the Georgia Supreme Court. Presently considering my options. Pay sucks." Boortz said he is "honored and humbled to be nominated for this prestigious position," and is exploring his options but wants to also continue his radio show.

**Leonardo Drisdell**, former **WGNU-AM/St. Louis** talk show host, has been found guilty of murder after a jury deliberated only 45 minutes. Drisdell, who hosted a weekly show, "The Human Touch," was found guilty of murdering **Cassandra Kovack** in June 2005, biting her nose off, beating her, and then suffocating her with a plastic bag; police said the he confessed to his then-wife that he was doing drugs with the victim when a "voice" ordered him to kill her. A crack pipe with his DNA had been found at the scene. Sentencing is June 29<sup>th</sup>, with the only available sentence being life without parole.

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**TECHSURVEY 8 WEBINAR RECORDING NOW AVAILABLE.** Yesterday, The Conclave presented 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**. Techsurvey8 explored the format landscape for media usage and digital applications in a way that radio has not been privy to in the past. The media habits of twelve different format core audiences were examined in the largest technology survey ever conducted for radio. A recording of yesterday's webinar, complete with Fred's incredible PP presentation, is now available. To order a copy, click on <http://www.theconclave.com/upload/conclave2012webinarorderform51630.pdf>.

**CBS** Top 40 KZON and Classic Hits KOOL/Phoenix names veteran programmer **Dave Shakes** as PD!

**Bliss Communications** Country WBWI/Milwaukee adds **Bill Mitchell** for APD/Production Director/Mornings. Mitchell comes from **NRG** Country WDHG/Rhineland, WI.

**Townsquare** Active Rock WGRD/Grand Rapids signs **Shafee** for afternoons.

**CBS** Country KMNB/Minneapolis hires **Paul Koffy** for mornings, effective May 29<sup>th</sup>. Koffy comes from **Cumulus**/Dallas and had exited in January 2011.

**Clear Channel** AAA KTCZ/Minneapolis announces **Paul Fletcher** will be the station's new afternoon voice.

The **Illinois Center for Broadcasting**/Lombard is proud to announce **Eddie Ybarra** as Dir./Career Services. Eddie was formerly PD at **Midwest Communications** Country WBFM/Sheboygan. Ybarra will continue to produce weekend shifts at **Tribune** Talk WGN-AM/Chicago.

**Midwest Communications**/Green Bay names **Paul Heling** to a newly created position, Digital Brand Manager. Heling had previously worked for the company.

**Double Helix** noncomm Variety KDHX/St. Louis Co-Executive Director **Nico Leone** is the new GM at University of Missouri-Kansas City noncomm KCUR/Kansas City.

Yesterday, **Clear Channel** flipped Adult Hits WSGX/St. Louis to Classic Rock "100.3 The Brew".

**Merlin Media** Alternative WKQX (Q87.7)/Chicago names PJ as PD.

**Bo Matthews** has been tapped as PD of **Clear Channel's** new alternative 99X/Cleveland.

**Journal Broadcast Group/Wichita** has named **Mike Mcquilliam** as Promotions/Marketing Dir. for the cluster.

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](http://www.emarketing360.com/DoubleTree/MN/DPPM/) 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/>.

Our condolences to the family of Country radio legend **Rusty Walker**, who passed Monday after a heart attack while biking on Saturday. Walker was 59. Rusty's 18-year old daughter Kinsley had died suddenly just two month ago. Thoughts and prayers are needed for his surviving family members, wife Teresa and daughters Nikki and Beth.

We sadly report the death of **Dennis Ryan**, who was the onetime GM of Woodward-owned stations in Dubuque and Lincoln, Nebraska, and later the GM of five stations in Elmira-Corning. Dennis Ryan reportedly claimed his own life on Monday.

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

98.3 The BULL (country) in North East Ohio has a part time opening for middays. We strive to focus on our community and prefer to hire individuals who plan to live here. Sorry, we are not interested in voice tracked shows from outside the market. You will be responsible for some light production, hosting the middays on 98.3 The BULL, some appearances, and having a positive attitude and good work ethic. It is also good if you live and understand the country life style and audience. We focus on our community and believe that *loca*/radio is still the key to success. Interested parties should submit their resume and demo (no more than 3 MB) to [rogermccoy@983thebull.com](mailto:rogermccoy@983thebull.com). Or mail it to 98.3 The BULL - C/o Program Director - 3226 Jefferson Road - Ashtabula, Ohio 44004.

**Connoisseur Media** has an immediate opening for a Program Director on its Adult Hits station, 105.9 BOB-FM in North Dakota's capital city, Bismarck. North Dakota has the best economy and lowest unemployment rate in the US; it's a great place to be! A successful track record of building an on air and online brand is needed. Strong production skills with Adobe Audition are a must as you will be the Production Director and will need to write creative imaging. The current PD is leaving soon, so forward your air check, resume, programming philosophy and imaging samples to [dboechler@connoisseurmedia.com](mailto:dboechler@connoisseurmedia.com).

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) or mail to WIXX, Attn: Corey Carter, Brand Manager, 1420 Bellevue Street, Green Bay, WI 54311

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 highly 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).

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](http://wixx.com). This position would 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. My email address is: [corey.carter@mwcradio.com](mailto:corey.carter@mwcradio.com) or mail to WIXX, Attn: Corey Carter, Brand Manager, 1420 Bellevue St., Green Bay, WI 54311

**Midwest Communications, Inc.** has an immediate opening for a full time Night Show (7p-12a) personality for 100.7 MIX-FM (WMGI) in Terre Haute, IN. If you are motivated, organized, a team player, and get "it" we want to hear from you! The individual we're looking for loves both community and listener involvement. You will be live a minimum of 5 nights a week and tracked as needed. This is not a starter position...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, apply TODAY! We will need to get the usual resume and demo (NO LINK for these items). We will need links for your radio-related (not personal) facebook and twitter. This position offers a competitive salary and full benefits package. Send To: [Diva.natalie@mwcradio.com](mailto:Diva.natalie@mwcradio.com) or snail mail to: WMGI-FM Radio, Attn: **Natalie Randall**, Brand Manager, 824 S. 3rd Street, Terre Haute, IN 47807

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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**Midwest Communications, Inc.** has an immediate opening for a full time New Director/AM Host (WIBQ) in Terre Haute, IN. If you are motivated, organized, a team player, and get "it" we want to hear from you! The individual we're looking for loves getting out in the community and can deliver a MAJOR MARKET Show in our small market town. We are looking for someone that is compelling and has the skill that it takes to anchor our 50,000 WATT FM News/Talk. This is not a starter position...we are looking for a SUPERSTAR!!! If you have an outstanding work ethic, great people skills and a proven track record, apply TODAY! We will need to get the usual resume and demo (NO LINK for these items). We will need links for any web elements that you have been in charge of as well (podcasting, website, radio-related (not personal) facebook and twitter). This position offers a competitive salary and full benefits package. Send To: [bill.cain@mwcradio.com](mailto:bill.cain@mwcradio.com) or mail to: Midwest Communications, **Bill Cain**, Operations Manager, 824 S. 3rd Street, Terre Haute, IN 47807

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 position...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 radio-related (not personal) facebook and twitter pages. These positions offer a competitive salary and full benefits package. Send To: [bill.cain@mwcradio.com](mailto:bill.cain@mwcradio.com) or mail to Midwest Communications, **Bill Cain**, Operations Manager, 824 S. 3rd Street, Terre Haute, IN 47807

**Radiate Media** (formerly Traffic.com) has immediate openings in Detroit for On-air Radio Traffic Reporters. These positions require an upbeat delivery, knowledge of the roadways, and the ability to gather traffic information for Detroit and regional markets. Experience, and positive attitude a must! Must currently live in the Detroit area Send resume and mp3 today: [talent@radiatemediamedia.com](mailto:talent@radiatemediamedia.com)

Newsradio WTAM 1100 has a full-time opening in its award-winning news department. Duties include covering local news events and anchoring newscasts. The applicant should have field and "behind the mic" experience, strong writing skills and a passion for broadcasting. Web skills, including video and photo editing are a plus. E-mail mp3 demo and resume to [dtoms@wtam.com](mailto:dtoms@wtam.com) or mail CD and resume to: **Darren Toms**, Director of News Operations, 6200 Oak Tree Blvd., Suite 400, Independence, OH 44131.

**Fountain Radio** is in search of an entry level Account Executive. Must be very motivated and confident about our brand. This person will be interested in growing with the company, and start on the ground floor. Sale manager duties for the right candidate. Preferred 4-year degree in either PR Communications, or Sales

would be good. Must live in the Kansas City MO. if interested respond to [devon@fountainradio.com](mailto:devon@fountainradio.com)

**Fountain Radio** is looking for motivated Promotion Interns. This is a non-paid position, but will give you a chance at learning Radio Promotion. It is also an opportunity for a full time position in the future. College Students preferred, But if you have a heart for radio please respond to [devon@fountainradio.com](mailto:devon@fountainradio.com)

Middays wanted for Bright AC 90 minutes west of Chicago. Do you understand the importance of format? Do you love radio? Are you willing to work 'til the job is done? Qualified candidates will have at least 2 years of professional radio experience and will be ready for on-air, production, copy writing, remotes, voice tracking & website updating. You also need computer skills. Our soon-to-be-former midday person has been with us for nearly 7.5 years. This is a great place to work! The station is locally owned and operated and we're a dedicated, friendly bunch of radio people. We want you to succeed. Join us! WDKB is an equal opportunity employer. Email or snail mail your demo & resume today. Please, no phone calls. If I like what I hear, I'll be in touch. I promise. **Ken Misch**, Program Director, B95 WDKB-FM, 2201 North 1st Street, Dekalb, IL 60115, [kenmisch@b95fm.com](mailto:kenmisch@b95fm.com)

Thank you to everyone that has submitted for our "All Positions" posting. We have gotten a lot of quality packages. We are still in need of persons interested in Mornings. If you have already submitted, please do not resubmit (we have your stuff). If you have morning show experience and have had success with it...please submit your package today. Format is not a concern at this point...just get me your stuff (resume & aircheck). Sorry...no calls! [bill.cain@mwcradio.com](mailto:bill.cain@mwcradio.com) Or Midwest Communications Inc., c/o **Bill Cain**, 824 S. 3rd Street, Terre Haute, IN 47803.

Lite Rock 97.5 WHMS, U-Rock 107.9 and NewsTalk 1400 WDWS has an opening for a part-time announcer/operator. This position involves control board operation as well as air work on all three stations. You will receive full training in all aspects of our operation including the Wide Orbit system as well as commercial and promo production. This position will be approximately 6-10 hours per week. Upon successful completion of your training, you will have the opportunity to take on additional hours as needed. Applicant must be willing to work nights/weekends/overnights. Applicants must also have transportation to and from work. If you're interested in getting your broadcast career moving forward in a successful direction with a staff that works well together, please send us your resume today. Closing date June 8, 2012 Send your resume to WDWS/WHMS/WUIL, 2301 South Neil. Champaign, Il 61820 For additional information contact: **Jim Lewis** or **Lee Marcus** at 351-5300 or [jlewis@wdws.com](mailto:jlewis@wdws.com).

KQKQ/Q98-5 Omaha's modern hit music station is seeking a compelling entertaining afternoon drive personality. Market size and format experience aren't important. If you have promotional skills that would be a plus! you must be great with social media. This is a fantastic opportunity for someone who wants to work for a great company. Send your stuff to [afternoonsong985@nrgmedia.com](mailto:afternoonsong985@nrgmedia.com).

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