

the
Conclave *Presents*

THE TATTLE

Since 1975

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

Volume XXXVIII • No. 22 • May 31, 2012



ERICA FARBER – FIRST CONCLAVE KEYNOTER OF 2012!

The Conclave is proud to announce that **Erica Farber**, President and CEO of the **Radio Advertising Bureau**, will be a keynote speaker at the 37th annual *Conclave Learning Conference*, to be held July 18-20 in Minneapolis. Ms. Farber's career has seen her succeed in many roles inside the broadcast industry, from sales and

management and consulting, to a 15-year tenure at Radio & Records, to her present position with the RAB. Ms. Farber also has received numerous industry awards and accolades including the Conclave's highest honor, The Rockwell Award. The keynote, scheduled for Friday, July 20 at 9:00 AM CDT with Ms. Farber, will feature a live, on-stage interview addressing a wide array of topics, including Erica's career experience and advice for aspiring broadcasters, her assessment of the state of the radio industry, what changes she sees ahead for radio and the role she sees for the RAB in those changes. The interview, moderated by **Coleman Insights** President/COO and Conclave Learning Conference Agenda Chairman **Warren Kurtzman**, will be followed by a question and answer session. Said Erica, "I've been a supporter of the Conclave's mission of educating and inspiring our industry for years. It has provided a unique and important oasis of knowledge and hope in an ever evolving industry. That's why I feel so honored to be keynoting at the Learning Conference, meeting the veterans, rookies, students, and teachers who always populate the Conclave for meaningful, productive dialogue." With a new, refined format, the 37th Conclave Learning Conference kicks off Wednesday morning, July 18, with the return of the very popular *Jacobs Media Summer School 3*. The conference concludes on Friday, July 20 with the return of *Kurt Hanson's RAIN Summit Midwest* and *The Rockwell Award Luncheon* where **Jacobs Media's Fred Jacobs** and **Airplay Intel's Rich Meyer**, who have distinguished themselves as industry leaders and innovators, will both be presented with the

prestigious Rockwell Award. More details on the conference agenda will be forthcoming with complete details always available on the Conclave website www.theconclave.com. *COMMENT: We're proud to be presenting a former Rockwell Award recipient in Erica Farber as a Conclave keynoter. Her support and dedication to our organization as Publisher of R&R was without equal for over a decade. To bring her back in her new role as head of the RAB to teach and inspire completes a most magical circle of learning and teaching. Don't miss this inspiring hour! - TK*

Jim Carnegie's Radio Business Report shared a nearly unbelievable story with its readers this week. An **FCC** agent tried, three times, to inspect KZMX-AM/Hot Springs, SD, finding the studio locked with no one there, nor was there any info how to contact station management. The stations, owned by **Mount Rushmore Broadcasting**, are in the southwest corner of the state. The studio was clearly marked, but as the FCC noted, "The door to the main studio was locked and there was no staff or management present at the building. There was no contact information posted at the main studio location, consequently, the agent was unable to gain entrance to the main studio." The agent had other contact information, but was unable to reach any Mount Rushmore employee. A visit the next day yielded the exact same results. This time, the agent went to the FM's tower site. The FCC explained, "The agent observed that station KZMX-FM was operating using a 4-bay, circularly polarized FM antenna, while a 4-bay horizontal FM antenna was on the ground near the KZMX-FM tower. According to the Station KZMX-FM license, it is authorized to operate using horizontal polarization only." The agent returned again on June 2, 2011 and finally was contacted by an attorney for the licensee, who said that the AM had been taken off the air and an STA was being filed to take the FM off the air. That, of course, didn't take the stations off the hook for the unmanned studio and other issues. A typical fine for failure to make the studio available for inspection is \$7k. The fine for operating the FM with the wrong type of antenna is around \$5k... But, the FCC found a prior unrelated violation against KZMX-FM, and moved the fine up to \$7,500. The total fine for Mount Rushmore Broadcasting is \$21,500. *COMMENT: Somehow a \$21,500 fine is supposed to make us feel better that the community these stations were licensed to, but clearly not serving in the properly prescribed manner, has received the service required by the licensee? It is baffling why license revocation isn't levied more often in these cases of community neglect, so that an owner who DOES want to get a station on the air in a market that needs it, can do just that. - TK*



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>

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com



**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)

A **Harris Poll** asked respondents who they think has too much power and too much influence on Congress or the White House, showed that 73% think the news media has too much power, down from 79% in 1994. 65% think TV and Radio Talk shows have too much power, a 14-point increase from 1994. 88% say PACS have too much power, 86% think big corporations have too much power, 85% think lobbyists, 81% think banks and financial institutions have too much influence, 67% said entertainment and sport celebrities, 62% said trial lawyers, 57% said trade associations and 56% say labor unions are too influential.

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!

According to a new study by **MIW**, 1 in 6 radio general managers in the US are female, up .5% from the previous year, but up 14.9% from 2004. **M Street Publications** researched 11,226 stations. The MIW group says that women are more represented in the top 100 markets, where they are 17.4% of GMs. "The best management opportunities for women continue to be in sales management," said the mentoring group. Across all markets, 30.5% of stations had women sales managers, but in the Top 100, that figure was 32.1%. "The greatest challenge for women" is in programming. Only 11.1% of women were found in programming, and 9.6% in the Top 100. *COMMENT: We often wonder what our industry would look like, and sound like, if the 'boys club' could ever be broken up? - TK*

The **3rd CMB Regional Momentum Summit** will be held Thursday June 21st in St. Louis! The one-day event will feature sessions by **Jason Sharp**, Station Manager at **Northwestern College** Contemporary Christian KTIS/Minneapolis and **Kevin Robinson**, PD at **Hubbard Adult Hits WARH**/St. Louis. Sharp will present "Station Culture and Leadership" and Robinson will talk about "Coaching the Coaches." Register by [Clicking Here](#).

Pandora/Chicago opened their sales office with a party for 200 ad buyers. "We have a million monthly listeners just in Chicago,"

Kurt Hanson's RAIN quoted Pandora founder **Tim Westergren**, "which makes us one of the biggest radio stations in this city. And we're growing like a weed. We hope to soon be the largest." The Chicago sales office will be led by **Gabe Tartaglia** and include 25 sellers. Tartaglia was formerly with **CBS Country WUSN** and then **AC WCFS/Chicago**.

Local Focus Radio signed a deal for national representation agreement with **Rocking M Radio**, bringing 17 new Kansas stations to the roster. Local Focus has signed over 40 stations in four months, and is adding sales people and opening new offices. "At Rocking M Radio we embrace the western spirit and **Louis L 'Amour** said it best when he explained, 'In Western lore and legend, "Riding for the Brand" meant loyalty and pride. It meant that when you agree to work for someone you would wear his brand as your own', RMR principal **Chris Miller** said. "With Rocking M Radio's new partnership with **Kay Olin** and her team at Local Focus Radio we will all be "Riding for the Brand", and look forward to a long and prosperous partnership." Local Focus Radio Pres. Kay Olin said, "More and more owners and operators are looking for new, unique options because they believe they are currently being underserved. We offer a great choice for stations who don't want to be represented by the same owners that they compete with locally."

Clear Channel Sports WBIZ-AM/Eau Claire, WI tower collapsed in high winds Thursday (5.24), knocking the station off the air. Power outage in the area took all of Clear Channel's station off the air in the market, too. The other 6 stations, not WBIZ-AM, returned to the air the next morning.

Congrats to **Saga Hot AC KSTZ/Des Moines** for raising \$172k for the **University of Iowa Children's Hospital** during the 14th annual **Big Ken and Colleen's Kids Radiothon**! "Each and every day I see how events like Big Ken and Colleen's Kids Radiothon makes a difference for our patients and their families here at the hospital," said **Michelle Altmajer**, Director of the **Children's Miracle Network** at the University of Iowa Children's Hospital.

Conclave buddy **Bob Walker** shares something fun that happened at his station: **Cat Country 98.1, WCTK/Providence, Morning Show** co-host **Brian Phillips** "popped the question" live on the air, to his longtime girlfriend **Carla**. She said... YES! The phones were flooded with "weeping women" from all over New England who were ecstatic about being "in" on such a private, emotional, special moment. [Click Here](#) to watch the video.



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



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

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

The Conclave Learning Conference

Wednesday, July 18

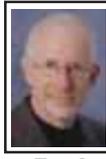


Keynote
July 20



Erica
Farber/RAB

Rockwell Award
Ceremony, July 20



Fred
Jacobs



Rich
Meyer

Friday, July 20



Tuition discounts available!

Details at www.theconclave.com

37th ANNUAL CONCLAVE!

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

Clear Channel/Detroit announces **Nick Gnau** as Pres./Market Manager, replacing longtime Pres./Market man **Til Levesque**. Gnau was most recently VP/Regional Market Manager for the Dayton, Lima, Marion and Chillicothe markets, managing a total of 23 stations in Ohio.

Northern Lights Pres./CEO **Steve "Woody" Woodbury** announces his retirement, effective September 1st, 2012. One June 1st, PD **Sam Elliot** will assume the title of SVP/GM for the company, while he continues his duties with Adult Rock KTWN/Minneapolis.

TECHSURVEY 8 WEBINAR RECORDING NOW AVAILABLE. Last week, 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**. Fred revealed that in Jacobs Media's new study of core radio listeners, the high-tech revolution continues – but broadcast radio's pathway to success turns out to be more high-touch. Find out what the survey respondents had to say. To order a copy, click on <http://www.theconclave.com/upload/conclave2012webinarorderform51630.pdf>.

Clear Channel AC KESZ/Phoenix adds former WDTW/Detroit and WRFM/West Palm Beach morning host **Chad Mitchell** to the "Beth and Friends" morning show.

CBS Country KMNB/Minneapolis hired **Shayne Wells** for mornings, joining **Paul Koffy**. Wells grew up in Spokane, WA and was most recently an entertainment reporter in Minneapolis. Shayne's first day is tomorrow.

Clear Channel Top 40 KSLZ/St. Louis APD/MD/Morning co-host and former Adult Hits WSGX, now 100.3 The Brew, afternooner **Tessa Hall** exits.

KDOC-TV/Los Angeles names radio icon, and 2011 Conclave faculty member, **Charlie Tuna** as station voice. Tuna has worked mornings for more stations and formats in Los Angeles than anyone in the city's history.

Clear Channel Classic Rock WDTW/Detroit adds **Chad "Tanner" Haney** for nights. Tanner comes from sister Classic Rock KFBW/Portland, OR.

Journal/Wichita names **Mike McQuilliam** as Promotions/Marketing Director for the cluster.

Availz. Justin Brown is leaving WJVL/Janesville, WI. "I started part-time at 19 years old. Was promoted to full-time at age 20. Moved to

Afternoons when I was 21. Listeners followed along as I literally grew up on the air before their eyes and ears. (Buying my 1st house; Getting married to Mary; the birth of our daughters Mallory 4 and Abigail 6 months). But I'm ready for that next chapter in my life and career." Reach out at 608.290.8958 or justinbrown@gmail.com.

Condolences to family and friends of Clear Channel NT WOOD-AM-FM/Grand Rapids, MI AE **Matt Sly**, who died over the holiday weekend. According to reports, Sly was driving an off-road vehicle with two other people when he attempted to make a quick stop, slid sideways and overturned the vehicle. Sly was 40.

Condolences to family and friends of Entercom Hot AC WMYX/Milwaukee PD/Mids **JoJo Martinez** on the loss of her brother, Robert, who passed gently after a long, valiant battle with cancer.

The opinions expressed in *The TATTLE* 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 TATTLE*, 4517 Minnetonka Blvd, #104, Minneapolis, MN or email mailto:tomk@theconclave.com.



THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

TATTLER Jobs

Detroit's only Adult Contemporary radio station, the New Soft Rock 105.1 WMGC-FM has a part-time on-air opening. Candidates should be available for a regular weekend shift and for vacation and holiday fill in shifts. Three years radio experience preferred, knowledge of Audio Vault, social media platforms and basic computer skills is helpful. Send examples of previous on air work and resume to Or mail: Program Director WMGC-FM, One Radio Plaza St., Ferndale, Michigan 48220.

If you are competitive and know sales, this is the unique job you've been searching for! Duluth's top-rated radio group is seeking a Full-Time Account Executive. **Midwest Communications** is the radio group that top professionals love because they are involved in the direction of the company and they can earn an OUTSTANDING living. We're looking for a team-oriented professional who can achieve sales goals & have fun doing it. We believe that to be the best you need continuous training and to set strong goals. Duties include meeting with customers, developing meaningful relationships, developing promotional ideas, attaining sales goals, researching co-op & presenting ideas to customers. Exceptional service a must. 1-2 yrs outside sales experience preferred. Valid driver's license, good driving record and reliable vehicle required. We offer a full benefits package including a 401k plan and a very competitive compensation package. Please send resume TODAY to: **Jill Stanislawski**, General Sales Manager, Midwest Communications, Inc., 715 E. Central Entrance, Duluth, MN 55811 or e-mail jill.stanislawski@mwcradio.com or fax your resume to 218-722-5423.

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

If you're competitive and know sales; this is the unique job you've been searching for. If your biggest strengths are hiring performing salespeople and coaching and training them to top performance, send us your resume today. If you are someone who is motivated to achieve goals because that's just what you do...we're looking for you. We are looking for an individual with prior print or media sales experience with the ability to build a sales team and lead people. This position requires a proven track record of continuous sales growth through a team; someone who can recruit & train the very best people and who can listen, coach, & provide feedback to motivate our talented, growing sales staff; someone who rolls up their sleeves, **GENERATES IDEAS** and is **READY TO HIT THE STREETS** to super-serve our valuable customers. We offer a challenging position, training, upward mobility with proven performance, competitive salary and bonus structure, a full benefits package and unlimited opportunity for the right individual. Your new team is waiting for you. Contact **Susan Nash**, Market Manager, TODAY via email susan.nash@mwcradio.com, fax your cover letter and resume to 218-722-5443 or send it to Susan's attention at **Midwest Communications**, Inc., 715 East Central Entrance, Duluth, MN 55811.

Are you ready for a job where YOU decide your own future? Wausau's top performing country station, WDEZ is looking for a dynamic self-starter. WDEZ is a part of **Midwest Communications**, a long established, family owned company where you are involved in the future growth of the company and in our community. Responsibilities include achieving sales goals, meeting with customers, creating ideas and solutions for local businesses through advertising and growing relationships. A high level of customer service is a must. You will receive continual training and development and are surrounded by a team to help you succeed and be the best in the industry. Unlimited growth opportunities for driven goal achievers. Experience preferred but willing to train the right person. This individual will split their time between our Plover, WI and Wausau, WI offices. We offer a competitive compensation program and a full benefits package. A valid driver's license, a good driving record and a reliable vehicle are required. Apply TODAY by sending resume and cover letter to General Sales Manager **Bob Jung** at bob.jung@mwcradio.com or fax it to Bob's attention at (715) 848-3158 or snail mail to Bob's attention at WDEZ-FM Radio, 557 Scott Street, Wausau, WI 54403.

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.

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

94.7 WLS-FM is looking for a Sales Assistant. This individual will assist the General Sales Manager with maintaining revenue and inventory reports and will be the liaison with clients, as well as interoffice personnel. Other responsibilities for this position include creating and maintaining spreadsheets for business reports, tracking and recording invoiced bills and department timesheets, assisting Account Executives with client presentations, maintaining/updating quantitative and qualitative information, and filing contracts and invoices. Minimum 2 years in broadcasting and/or advertising field highly desired. Must be able to multi-task and possess working knowledge of Microsoft Word, Excel, PowerPoint, and Internet. If interested, please send your cover letter, resume, AND salary requirements to the e-mail below. Please reference the following 3 things in your cover letter: Hiring Manager & Department Code (listed below) and where you saw this job posting. **Jeff Smaluk** – Dept. AA, 94.7 WLS-FM, 190 N. State Street, Chicago, IL 60601, E-mail: chicagoradiojobs@cumulus.com

Townsquare Media is looking to hire a Managing Editor to oversee the editorial operations of the company's local websites in Bismarck/Mandan, ND, including the creation of digital content that is vital for the local community, and the growth of the audience to that content. Candidates must have at least 5 years of online editorial experience, and the ability to nurture a strong editorial voice. Exceptional writing and editing skills are a must. The person filling this role should understand what makes content on the web sticky, conversation-starting and good for SEO. The job also requires the ability to focus under fast-paced pressure, and the capacity for managing multiple tasks at once. Great communication skills, attention to detail, and a sense of humor are all a must. Experience working with Wordpress, HTML, Photoshop and video and familiarity with AP style are all a plus as well. The job requires the ability to focus under fast-paced pressure, and a capacity for managing multiple tasks at once. Key responsibilities include: - Partner with teams of on-air talent to create compelling content for the community, including text, photo, video & interactive across the site, mobile and social media. - Develop content based on audience demand & search data - Top edit several posts and features a day - Manage the calendar of content for the site - Distribute the content across the web and grow the audience - Monitor and analyze web statistics with the goal of improving performance - Utilize best practices for Search Engine Optimization and Social Media to drive audience. - Strategize ways to increase site audience & engagement - Grow an Active Database for email, mobile and social media - Ensure on-air promotions, contests, events, and activities are always synced with a web component. Townsquare Media is an equal opportunity employer. Send resume with references to: **Syd Stewart**, 1830 north 11th street, Bismarck, ND 58501.

Do you understand that sports-talk radio is about entertaining an audience and not just analyzing box scores and doing interviews? If so, then we want to talk to you. 610 Sports Radio KCSP in Kansas City is looking for their next great host! This position is full time and we're looking for someone that can generate compelling content and be a great self promoter! 610 Sports Radio is the Home of the Kansas City Royals and Kansas

Jayhawks...and Kansas City is one of the most passionate sports markets in the country. Can you channel that passion into great ratings and revenue? Please submit a resume and MP3. To be considered for this position, please apply online at www.entercom.com and click on "Careers".

ACCOUNT EXECUTIVES NEEDED! You are the best of the best. You are self-motivated, fearless, creative, a pro-active problem solver, tenacious, detail-oriented, money-motivated and approach this job as if you are your own CEO. You are a self-starter, organized, detail-oriented and have the ability to work without much direct supervision. Entercom is seeking you. Entercom Kansas City has the latest tools and technology, the most knowledgeable management and is known as offering the best work environment for selling radio advertising in the industry. Nobody in the market can offer more to their clients than Entercom. Successful candidates are experts in: • Strategic targeting of clients • Prospecting and relationship building • Setting face to face appointments • Thoroughly analyzing customer needs • Creatively designing marketing campaign • Strategically selling compelling concepts to key local and regional decision makers Experience: • Media sales • Sports sponsorship • Digital sales background preferred • Successful track record of new business development • Proven track record in meeting and exceeding defined sales goals • Strategic multi-level selling To be considered for this position, please apply online at www.entercom.com and click on "Careers".

Implement music or talk format and contribute entertaining content. May include host duties, news, reporting or producing responsibilities. Both full-time and part-time positions available. (Specific postings will be posted as they open) To be considered for this position, please apply online at www.entercom.com and click on "Careers".

Nothin' But The Hits 105.9 Kiss FM seeks an outgoing, hyper-motivated, semi-OCD full time air personality who knows SELECTOR, Nex-Gen and has their finger on the pulse of today's Top 40. Job duties include live on-air, voice tracking, in-field event hosting, music scheduling, promotional planning and execution and some production. Send your resume, current head shot (jpg), current aircheck (Top 40 only) and links to any video of you representin' in public. In field is one of the most important aspects of this SALARIED job so if you don't have the tools, don't waste our time. We want the real deal. Email only: jwachs@gpmnow.com

KZGF Z-94.7 seeks our next CHR Program Director/Air Talent. Work for one of America's best local broadcast companies, **Leighton Broadcasting**, to help guide our new CHR to the next level. • Leadership guru • Team building sage • Product development expert • Branding professional • Music strategy and Music Master ninja • Social Media authority • Strategic thinker Send your resume, aircheck and qualifications to **Jarrod Thomas**, Operations Manager, Leighton Broadcasting, at airpersonality2012@gmail.com

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com