

the Conclave Presents

THE TATTLER

Since 1975

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

Volume XXXVIII • No. 24 • June 14, 2012



JACOBS SUMMER SCHOOL CURRICULUM ANNOUNCED!

Jacobs Media's Summer School kicks off the 37th annual Conclave Learning Conference on Wednesday, July 18th at 9:00 AM CDT in the MusicMaster Ballroom of the Doubletree Park Place Hotel/Minneapolis! Jacobs Media President **Fred Jacobs** said, "Jacobs Media

is thrilled to once again kick off the Conclave with Summer School 3, a full morning of presentations that cover everything from social media to mobile to winning in the ratings. The goal of our curriculum' is to give Conclave attendees great learning tools in short, concise sessions that they can implement the moment they get home. We have a group of great guest lecturers' who are excited to share their knowledge at the Conclave." The sessions cover social media strategies and campaigns radio can learn from used by the military and the Minnesota Twins baseball team, traits of successful stations, differentiating your station from digital competition, and successful long term brand strategies versus short term programming maximization. Covered subjects include: 1-**The Five Zuckerisms** Director of digital & social, Jacobs Media's Lori Lewis lays examines the foundations of winning with Facebook based on CEO Mark Zuckerberg's philosophies and best practices, including "The Hacker Way." 2-**There's An App For That** jacAPPS CEO, Paul Jacobs, looks at the latest mobile findings from Techsurvey8 and lays out the fundamentals of creating a viable mobile strategy for stations big and small. 3-**Tweet Like A Rock Star** Summer School "guest lecturer" Michael Brandvold returns to the Conclave classroom to guide us through the best social media applications that music stars from the worlds of rock, pop, and country are using. 4-**The Secrets to Top Performers in Arbitron Rated Markets** Arbitron's Programming & Marketing Operations Manager, Jenny Tsao, makes her Summer School debut. She'll look at what the highest rated radio stations have in common and how they achieved greatness. 5-**Radio's Emotional Triggers** In an increasingly competitive environment, Fred Jacobs takes a deep dive into Techsurvey8 and its 57,000+ respondents uncover some of the key challenges and big opportunities radio stations can use to differentiate themselves from new digital competitors like Pandora.

6-**Learning From PPM: In-The-Moment vs. Branding** Tension Coleman Insights Vice President Chris Ackerman explains the challenge radio stations face in trying to maximize their performances in the short term while meeting the long-term needs of their brands and how this challenge has been magnified by the introduction of PPM measurement. 7-**Are You Battle-Ready For Social Media?** Jacobs Media's Lori Lewis tells Conclave attendees how the U.S. Armed Forces social media policies can translate into success for any radio station trying to create strong relationships in the social space. 8-**Socializing Baseball** Summer School is excited to have Chris Iles, the Minnesota Twins' Corporate Communications Manager, share his insights about how the world of sports is making smart use of social tools to build fan relationships. *COMMENT: Learning Conferences, right from the beginning, taught the basics of radio and media management and programming. Three years ago, we raised the bar on providing those basics by instituting the Jacobs Summer School, a rapid-fire crash course in providing essential teaching found nowhere else. The agenda Fred and his crew have put together once again provides an education worth thousands. Don't squander the opportunity. Be here. - TK*

Radio's audience is up, slightly, by 590,000 persons 12+ over last year, according to **Arbitron's June 2012 RADAR 113 National Radio Listening Report**. That's 93% of the population. Younger radio listeners also increased to 22.8 million weekly listeners aged 12-17. Adults 18-34 showed the largest increase, adding 845,000 weekly listeners. Adults 18-49 and Adults 25-54 declined. The report shows 126.3 million adults 18-49 and 119.9 million adults 25-54 listen to radio every week. In the June 2012 RADAR study, Black (non-Hispanic) and Hispanic weekly listeners increased in almost every demo. Hispanics 12+ grew by more than 2.5 million over last year, reaching 95%. Hispanic adults 25-54 added more than 1.8 million weekly listeners. Black (non-Hispanic) listeners grew by 1 million listeners 12+, reaching 93% of the Black population. The June 2012 RADAR continues to show radio pull to attract affluent, educated costumers. Over 95% of adults 18-49 with a household income of \$75k or more and a college degree listen to radio every week. That's 22.5 million listeners in that demo. Almost 34 million, or 93% of Adults 18-34 with the same household income tune into radio. *COMMENT: 2-time Conclave Keynote Stan Freberg once crafted a series of radio commercials with the ask-line, "who listens to radio". The answer in 2012 is the same as it was when first asked in 1965: America! - TK*

Terms have been agreed to by **BMI and The Radio Music License Committee** concerning the fees commercial radio will pay for the more than 7.5 million musical works in the BMI catalogue through 2016. The RMLC represents the vast majority of the nation's radio stations. The approval, which requires Federal Court approval, will end the two-and-a-half years of litigation between the two. This new license covers January 1, 2010 through December 31, 2016. The terms feature a return to a percentage-of-revenue structure and addresses new media platforms. BMI SVP/Licensing **Michael Steinberg** said, "This agreement allows us to move forward without the cost and uncertain outcome of

The Learning Conference

Tuition \$399
Free Agent \$299
Student/Faculty \$199
Group Rates Available

the Conclave

July 18-20, 2012
Doubletree Park Place
Minneapolis

Mike Huckabee • Erica Farber
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

further litigation. While fees will be lower than the prior final agreement, the return to a percentage-of-revenue license will allow us to grow BMI revenues as the radio industry rebounds." RMLC Chairman **Ed Christian** says, "Once the agreement with BMI is approved by the Court, radio broadcasters will continue to nurture their longstanding relationships with the performing rights organizations. We will work together to solve mutual problems in an ever-changing environment of both radio and intellectual property rights as it relates to authors, composers and publishers." *COMMENT: See? Radio and Music CAN get along. Nice work, Michael and Ed! - TK*

MIKE HUCKABEE AT THE CONCLAVE! The Conclave is proud to announce that political commentator and radio & TV host **Mike Huckabee**, will deliver the Thursday July 19th keynote address at the 37th annual *Conclave Learning Conference* at the Doubletree Park Place Hotel in Minneapolis. Former Arkansas Governor Mike Huckabee is host of the three hour **Cumulus Media Networks'** syndicated radio program, "*The Mike Huckabee Show*"; heard on more than 175 stations. Over 600 stations carry the three times a day commentary "*The Huckabee Report*." Besides his radio success, Governor Huckabee is host of the #1 rated weekend TV show "*Huckabee*" on the **Fox News Channel**. The Governor will address the Conclave at 9AM CDT, Thursday July 19th in the *MusicMaster Ballroom* of the Doubletree Park Place Hotel.

Former **Conclave** keynoter **Ralph Nader** is going after **CBS News** WCBS-AM/New York for the amount of sponsorships on **New York Yankees** radio broadcasts. According to the **New York Times**, Nader's group, the "League of Fans" sent a letter to Yankees execs **Randy Levine** and GM **Brian Cashman** complaining that sponsoring each element of the broadcast, from pitch count and pitching changes to "rally moment" and "15th out of the game" "disrupt the flow and excitement of the game broadcast and undermine your responsibilities as a guardian of the national pastime... Have you no boundaries or sense of restraint? Have you no mercy on your play-calling broadcasters?" The Yankees responded, saying, "It is always a surprise who tries to grab some publicity around the Subway Series. The Yankees always strive to have exciting broadcasts, but the production and ad placements are done by WCBS Radio." *COMMENT: Well, at least Nader wasn't asking for seat belts to be attached to every stadium seat. - TK*

THE 2012 CONCLAVE LEARNING CONFERENCE – THE AGENDA! Perhaps you've noticed that as the 37th Conclave Learning Conference nears, lots of agenda information is being made available regarding our keynote speakers - Mike Huckabee & Erica Farber, the Jacobs Media Summer School, and more. Want to get an idea of what the WHOLE agenda looks like for the July 17-20 event? Click on <http://www.theconclave.com/slc/agenda.php>

Kankakee Valley Broadcasting AC WKVI/Knox, IN morning host **Tom Berg** is planning to stay on the air for 187 straight hours. Berg is attempting to set a new **Guinness World Record** for longest continuous

broadcast by a single host. The current record is 183 hours... That's just over a week. Berg will attempt to break the record beginning at 5a Monday, July 9th. If he succeeds, the record will be broken Monday, July 16th at midnight.

ERICA FARBER RETURNS TO THE CONCLAVE TO KEYNOTE 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. Scheduled for Friday, July 20 at 9:00 AM CDT in the *MusicMaster Ballroom* of the Doubletree Park Place Hotel, Ms. Farber's keynote 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.

The **FCC** rejected the appeal by **Great Lakes Community Broadcasting** of the denial of its renewal applications for noncomm WJKQ/Jackson, MI and WAQQ/Onsted, MI and the sale of WJKQ to **Jackson Lansing Catholic Radio**, and also rejected the renewals of FM translators W206AZ/Fremont, MI and W206BF and W220CW/Rogers Heights, MI. According to the Commission, Great Lakes Community Broadcasting has an "extensive history of violations" of the Communications Act and Commission rules, including false claims of constructing stations in accordance with permits, when, in reality, the stations were either not built or constructed at variance with authorized parameters. The Commission also noted that WJKQ has never operated from its authorized site and may have been silent without authorization for more than a year. The stations have been deleted from the FCC database.

Venture Technologies launched WLFM-LP/Cleveland at 87.7. The signal is an audio channel of TV's channel 6. **OHIO MEDIA WATCH** reports "WLFM-LP is most assuredly testing at this point, and the sounds coming out of 87.7 on the FM radio dial are a collection of historic 'fight songs' for the city's three professional sports teams - vintage tunes like 'C'mon Cavs!', 'Indian Fever' and that Browns fight song from the 1970s or so that most Northeast Ohio adults know as well as they know the team."

Cumulus Media Networks will launch **Geraldo** into syndication effective August 13th. The talk show will air weekday's 9a-noon ET. Geraldo Rivera is already on Cumulus Talk WABC-AM/New York and KABC-AM/Los Angeles. He will also continue with his weekend TV show for **FOX News**. Cumulus' OTHER talk host, **Gov. Mike Huckabee**, keynotes the **37th Conclave Learning Conference** in Minneapolis next month.

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. Mike Huckabee, Erica Farber, *Jacobs Summer School 3*, **Kurt Hanson's RAIN Summit Midwest**, and the gala *Rockwell Awards Luncheon* honoring **Fred Jacobs** and **Rich Meyer**. A complete agenda is available now at <http://www.theconclave.com/slc/agenda.php>

Midwest Communications Classic Hits WWSY/Terre Haute, IN flipped to Alternative as "WXXR X95-9, Terre Haute's Modern Rock." **Bill Cain** will host mornings, **Mojo and the Rock and Roll Slide show** during the midday and **Amber Lee** at night.

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

JUST 16 DAYS LEFT

to save \$100 on the 2012 Conclave Learning Conference Tuition. Free Agent, Student/Teach and Great GROUP rates still available, too! Tuition rises on July 1st! Save your hard-earned cash and put another \$100 bill in your pocket for your trip to Minneapolis July 18-20!

Register now at http://www.theconclave.com/register/clc_register.php

Merlin Media Classic Rock WLUP/Chicago brings back former talent **Zakk Tyler**.

BS Top 40 WZLH/Detroit night-timer **Nick Wize** exits.

Former **Three Eagles Communications** Country KZKX/Lincoln, NE PD/Afternoons **Mike Scott**, who recently exited after just four months, lands at **Birach Broadcasting** Sports WCAR-AM/Detroit as OM/PD.

SYNDICATION'S BEST AT THE CONCLAVE! It's now official! Four unique nationally syndicated radio personalities—**Todd Schnitt**, **George Noory**, **Andy Dean**, and **Jim Brickman**—will appear at the **Syndicated All-Stars Super Session** at the 37th annual Conclave Learning Conference on Thursday, July 19th at 10:00 AM CDT in the *MusicMaster Ballroom* of the Doubletree Park Place Hotel. "We're excited to host a wide array of high-profile syndicated talent for what promises to be an informative and entertaining session," commented **Coleman Insights** President/COO and Conclave Learning Conference Agenda Chairman **Warren Kurtzman**.

Congrats to Conclave buddy, veteran radio producer and syndication exec. **Dan Larkin** on his new gig with the **NBA's Minnesota Timberwolves** and **WNBA's Minnesota Lynx**! Dan is the new Director of Broadcasting and Technology.

American Media Investments Country KKOW/Joplin, MO former PD/Mornings **Thom Watts**, joins **Zimmer Radio** Classic Hits KJMK/Joplin for afternoons.

Journal Top 40/Mainstream KQCH/Omaha, NE names **Mandy Scott** for middays and gives the MD title to night host **JJ Ryan**.

JACOBS, MEYER TO RECEIVE CONCLAVE ROCKWELL AWARDS! The Conclave is proud to announce that **Fred Jacobs**, President **Jacobs Media**, and **Rich Meyer**, President & CEO of **Airplay Intel** are recipients of the **2012 Rockwell Award**. They will be honored at the annual awards luncheon during the **Conclave Learning Conference** Friday, July 20 in the *MusicMaster Ballroom* of the Doubletree Park Place Hotel in Minneapolis. The Rockwell Luncheon is sponsored by **Mediabase**!

ESPN Sports WMVP/Chicago will air a weekly **Jay Cutler Show** during the midday **Waddy and Silvy** program. The new multi-year deal will have the **Chicago Bears** quarterback host noon-1p every Monday or Tuesday, depending on the team's schedule.

Midwest Communications/Terre Haute, IN hires **Mark Jaynes** as Brand Manager for Talk WIBQ and Oldies WPRS-AM.

Hubbard Hot AC WTMX/Chicago night host **Erin Carman** exits.

Former **Clear Channel** Top 40 WKQI/Detroit midday/Imaging **Joe Rosati** moves to **CBS** Top 40 KEGY/San Diego for similar duties.

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 **TATTLER** proudly announces the newest member of the family: granddaughter **Vida Max**, born Friday June 8th at 6 lbs and that many inches. **TATTLER** son **Chad**, daughter-in-law **Tanya**, and big brother **Liev** are doing well with minimum sleep...while Grampa & Gramma **TATTLER** adjust their spell-checkers one more time.

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>.



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

Powerhits 97-5 (KJCK-FM) is looking for our next night talent. If you are creative, know pop culture and social media this could be for you. The position is part-time and will take about 25 hours of your week. Production and remotes will be part of the job. Send short MP3 and resume' to robert.elfman@eagleradio.net

Townsquare Media is searching for a driven, versatile Program Director for KTRS-FM, in beautiful Casper, Wyoming. You'll need to be a strong team player that's ready to dig in and lead by example. At TSM, we call Program Directors Brand Managers, because you're responsible for presenting our brand with excellence everywhere it lives - on the air, online, and at events. Townsquare is one of the fastest growing and forward thinking media companies around - you'll be joining a stable, long-term local team that's consistently recognized within the company as one of the top performers in ratings, revenue, and digital audience. You'll be on-air and active in the community, and working alongside our local Digital Managing Editor as KTRS's chief contributor. We'll provide tons of tools, support, and training - but you should come to the table with great grasp of digital content and experience practicing that craft. This isn't a job for first-timers - ideally, we're looking for someone with three years demonstrable experience as a PD or Brand Manager. However, we'll give a look to strong APD-types with great skills. Casper's a great place to call home - and Townsquare's a unique platform in that our "stars" can shine just as brightly in a small market as a larger one, which means you'll have the potential for growth while still being able to enjoy small-town living and no state income tax. (Our GM, OM, and DME all serve in various regional and national capacities, from here in Casper.) Sound like the right fit? Send a resume, programming philosophy, short audio samples, links that'll showcase your considerable digital & social media skills, and anything else that you think we should know about you to our Regional Operations Manager - donovanshort@townsquaremedia.com.

Cumulus Columbia/Jefferson City, Missouri, is seeking a Production Director/On Air Talent for our eight-station cluster. Position requires a self motivated creative individual that can write, produce, organize and assign commercial production and meet tight deadlines on a daily basis. A strong knowledge of editing software and our on-air systems is important. The ability to connect with clients and solve their needs is essential. Continue to sharpen your on-air skills as the afternoon drive talent for heritage Triple-A, KBXR-FM. Strong ability to interact with listeners at public appearances is important. Please forward your resume, aircheck & production samples (mp3) to: cumulusradio.jobs@cumulus.com with the subject "KBXR- Columbia-Jefferson City".

Radiate Media (formerly Traffic.com) has immediate openings in Detroit for On-air Radio Traffic Reporters. There are FT and PT positions available which require an upbeat delivery, knowledge of the Peachtree City's roadways, and the ability to gather traffic information for Detroit and regional markets. Experience, and positive attitude a must! Send resume and mp3 today: talent@radiatemediacom

ESPN Radio-Detroit is expanding and we are looking to add staff as we move into our new state of the art facility in suburban Detroit. We are seeking the following for career opportunities within our team: - Board Operators - Producers (at least one year experience) - Announcers (at least two years medium to major-market experience) - Promotions Director (at least two years medium to major-market experience) - Promotions/Event Staff - Sales Staff Please forward your resume and/or resume and aircheck (mp3 format) to: workforespnradiodetroit@gmail.com or mail to: Mike Scott, Operations Manager-Program Director, ESPN Radio-Detroit, 32500 Telegraph Road, Suite # 104, Bingham Farms, MI 48025-2404

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 brian@softrock1051.com Or mail: Program Director WMGC-FM, One Radio Plaza St., Ferndale, Michigan 48220.

We're searching for our next midday star. Our current midday personality is off to a major market. Be compelling, have strong social media skills, and be great in front of listeners. Possible music director duties for the right person. This is a fantastic opportunity for someone who wants to work for a great company and a unique station! Send your stuff to jobs@q985fm.com.

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! The individual we're looking for love both community and listener involvement. Do you know what Modern Rock is? Do you Get It? Are you a...SUPERSTAR? 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 in Alternative or Modern Rock...apply TODAY! We will need to get the usual resume and demo (NO LINK for these items). We will need (work only) links for your facebook. Check the station out at <http://x959fm.com/> These positions offer a competitive salary and full benefits package. Send To: bill.cain@mwcradio.com. **Bill Cain**, Operations Manager, Midwest Communications, 824 S. 3rd Street, Terre Haute, IN 47807

Northern Lights Broadcasting, Hot AC/Alt hybrid, 96.3 KTWN, Minneapolis, is searching for a Program Director for our brand new station. We are a locally owned and operated company that is looking for a programmer with ideas, drive, and a track record of success. The perfect candidate has large or major market experience and understands how to grow ratings in a PPM world. If you're excited and ready to be a major part of our company, we're excited to hear from you. Please send your resume and programming philosophies to: Selliot@norlites.com Northern Lights Broadcasting Attention: **Sam Elliot**, 5300 Edina Industrial Blvd., Edina, MN 55439

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

One last call for resumes and demos! A brand new Sports station in the Midwest. A great work environment, sales is in to sports, Cubs & WSox affiliate. Looking for a PD who can manage lots of play by play. We're also need them to be able to do a captivating weekday talk show. MUST BE EFFICIENT AT NETWORKING! Social networking and web savvy a plus. Position needed filled yesterday! e-mail ops manager resume and demo: **Josh Roberts** josh@gpmbloomington.com

Country Legends 106.9 is expanding. Topeka's heritage classic country music station is looking for two full time, Account Executives to sell and create solid radio marketing campaigns for new advertisers and connect them to our devoted audience. Position Description and Responsibilities: Successful candidates will demonstrate the ability to help advertisers get results with their marketing. Responsibilities include new account development, writing proposals, coordination of commercial copywriting and production and collections. PowerPoint, Excel, Word proficiency required. Tapscan and Maximizer skills helpful. Qualifications and How to Apply: 2-5 years outside sales experience with a solid track record of sales success is preferred for this position. A valid driver's license is required. Previous radio, television, billboard, online, marketing or print advertising experience is desired. Standard business hours Monday – Friday 8:00am – 5:00pm; evenings/weekends as needed. Please send resume and cover letter to rcharles@countrylegends1069fm.com

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 and click on "Careers."

Do you have what it takes? KMBZ, Kansas City's news and information leader, is looking for a full-time reporter. We want personality AND professionalism on our morning show. Candidates must show efficient writing skills, creativity, and the ability to think on their feet in case of breaking news and/or severe weather coverage. Being located in or near the Kansas City Metro is a plus, but not necessary. To be considered for this position, please apply online at www.entercom.com and click on "Careers".

WCLT Radio, Inc. is looking to expand our sales staff and add another top notch Account Executive! Do you have off the chart energy and enthusiasm? Do you always look at the glass as half full? Are you constantly thinking of new and creative ideas for your clients? Are you willing to put in the time and effort it takes to be number one (and get paid for it)? Do you have an excellent track record of outside sales success? If you answered "yes" to ALL of these questions, contact us today! This account executive position will work with businesses in East-Central Ohio to develop marketing programs that focus on results. Position includes excellent earning potential, full benefits package, paid training and the best sales support tools in our industry. WCLT Radio, Inc. is the combination of T-100 (WCLT-FM), 1430 WCLT-AM, and <http://www.wclt.com>. We are the dominate media company in East-Central Ohio including Licking, Muskingum, Knox, Fairfield, Morgan, Perry, and Coshocton counties reaching over 200,000 people each week. Send your resume today to WCLT Radio, attn: Tom Bunyard, P.O. Box 5150, Newark, OH 43058 or e-mail tbunyard@wclt.com.

Are you a hunter? Do you like working with like-minded sales professionals and managers whose sole focus is finding and closing new customers? If so, read on. **Cumulus Radio Chicago** (WLS-AM & WLS-FM) is on the lookout for exceptional candidates to help drive the future of local media sales. We provide our teams with a great product to sell, superior training tools, and a sales management system that

supports business development and rewards performance. Unlike other media sales organizations, we don't wait for the phone to ring. We target thousands of local companies with a highly tuned business-category focus and we introduce these companies to the power of radio. Responsibilities include: prospecting/cold calling, setting appointments with prospects, creative client presentations, and achieving a sales quota. Because Cumulus has a systems approach to sales, you must have a deep appreciation for process, performance measurement, employee development, and a results-oriented sales approach. If interested, please send your cover letter and resume to the e-mail below. Please reference the following 2 things in your cover letter: Department Code (listed below) and where you saw this job posting. Cumulus Radio Chicago Attn: Sales Manager - Dept. AA, 190 N. State Street, Chicago, IL 60601. E-mail: chicagoradiojobs@cumulus.com.

Engineering Assistant wanted. Duties/Responsibilities: Reports directly to Director of Engineering, M-Fri 8:00a-5:00p office hours. Candidate will be responsible for installing and maintaining studio and RF equipment for 6 radio stations, Internet streams, and general building maintenance. Must have valid Kansas driver's license. Compensation: Entry level salary plus benefits package that includes health care, dental, vacation, sick pay, and 401(k). To be considered for this position, please apply online at www.entercom.com and click on "Careers."

Entercom Milwaukee has a unique opportunity for an experienced sports talk host to join our successful afternoon show. This full time position demands an exceptionally collaborative individual who will call plays with high-profile hosts. Be experienced and comfortable prepping a fast-paced, entertaining sports talk show covering the major sports brands in Wisconsin. Milwaukee is a passionate sports town where the Packers rule! If you know how to quarterback a show, create buzz and understand that radio is a two-way, cross-platform digital experience, Sports Radio 1250 WSSP may be the place for you! Essential Duties and Responsibilities: -Communicate daily with the on-air team and program director to ensure show goals are met. -Lead the show team by developing daily strategies, story angles and guest ideas. -Interact with the audience on-air and via Facebook, Twitter, texting and website blog -Maintain strong contacts and develop relationships with local sports brands. -Some reporting, pre and post-game hosting, and field station representation required Qualifications: -Two years or more of on-air experience -Excellent writing, reporting, anchoring and social media skills -Experience and ability with computers and broadcast equipment Please submit a resume and MP3 to sportsradio1250@gmail.com.

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 pd@theradiogroup.net.



At The Conclave Learning Conference
Friday, July 20



Details at 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