

the
Conclave Presents

THE TATTLER

Since 1975

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How today's women are using digital media and its impact on radio listening will be explored as **Alan Burns**, CEO of **Alan Burns and Associates**, presents the results of a study of female radio listeners during a live international webinar originating from the 37th annual Conclave Learning Conference. His presentation is scheduled for Thursday, July 19th at the Doubletree Park Place Hotel in Minneapolis, MN. "Here She Comes - Insights Into Women, Radio, and New Media," Burns' third annual national research with over 2,000 women surveyed, is radio's largest study of its kind. Attendees will hear about women's attitudes towards radio and new media, and how radio can survive and thrive in the digital world. Burns will also reveal women's media usage and streaming music habits along with its effects on radio listening, how radio will fare when cars get internet connections and tips to generate more traffic to your station's website. Those not attending the Learning Conference will still be able to witness the session via a live webinar originating from the Doubletree Park Place Hotel. Details on signing up for the free webinar can be found at <http://www.burnsradio.com>. Alan Burns is Founder and CEO of Alan Burns and Associates, a worldwide media consulting firm that has advised over 200 radio stations and large groups, including **ABC**, **CBS/Infinity**, **Emmis**, and **Clear Channel Communications**, and radio clients in the US, Europe, Scandinavia, the Mid-East, Australia, and New Zealand. In addition to its work in commercial radio, Alan Burns and Associates has used its marketing, research, and creative skills to advise clients such as DMX Cable, The **Corporation for Public Broadcasting**, major record labels such as **Atlantic**, **Elektra**, and **RCA**, and the **NBC** Television program "Red, Hot, and Blue."

COMMENT: The Conclave makes a little history with Alan Burns in this unique live 'webinar' being held during next month's Learning Conference. If women constitute ANY part of your programming, you'll be front and center at this ground-breaking Conclave session! - TK

The argument for and against continues for **Universal Music Group's** proposed \$1.9 billion buyout of **EMI Music**. During a Senate antitrust committee meeting last week, Wisconsin Democrat **Herb Kohl** asked, "Is the music industry like other businesses, and thus subject to concerns about market concentration, or is it an anomaly in which nothing matters but hits?" "In almost all industries, reducing the number of competitors from four to three expands the market power of the remaining companies and increases the risk of higher prices," Kohl asked. "Why shouldn't these same principles apply to the music business?" According to the **New York Times**, "Universal, a division of the French conglomerate **Vivendi**" is promising that this move will "reinvigorate EMI, which was hurt by a disastrous private equity deal." Universal Chairman **Lucian Grainge**, EMI Chairman **Roger Faxon** and **Live Nation Entertainment Irving Azoff** "argued that greater size would not give Universal an advantage over other labels because a record company's strength depends on the quality of its artists' music, and it has an incentive to license as many services as possible." "Market power is why they're doing this," said **Beggars Group** Founder **Martin Mills**. "The power to dominate Internet service and impose their demands upon them, the power to leverage a disproportionately onerous deal, the power to squeeze out the competition." *COMMENT: Anybody else wonder how relevant traditional labels will be in two-three years? Digital equity will rule, but will these old-school behemoths own enough of it to make a difference in the brave new world of mobile accessibility. - TK*

The man who posted threats against **Clear Channel** Talk WISN-AM/Milwaukee and WIBA-AM/Madison host **Vicki McKenna** on **Facebook** faces only a disorderly persons charge. According to **Journal** Talk WTMJ-AM/Milwaukee, **Timothy Demeuse** posted, "Here's your real (expletive) death threat (expletive). Come get me. I don't even own a gun. I can make as many threats as I want. I hope someone kills you. I am going to shoot you in the face and rape your dead corpse." Whoa. "You can't threaten to shoot someone in the head...And rape their dead corpse and have that be the level of a parking ticket," said Milwaukee County Sheriff **David Clarke**. District Attorney **John Chisholm** argued that his office's investigation "did not support criminal charges; we do think it's appropriate that the person is held accountable. And they have agreed to be held accountable. The people we talked to, his circle of friends, said they did not take it as a true threat."



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the
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July 18-20, 2012
Doubletree Park Place
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**At The Conclave Learning Conference
Wednesday, July 20**



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Clear Channel's iHeartRadio adds 106 **Cox** and **Emmis** radio stations to its digital platform. According to the agreement, 86 Cox radio stations from 19 markets and 20 Emmis radio stations from six markets will now be available via iHeartRadio. These new stations will promote the iHeartRadio app on their air. Both Cox and Emmis will continue to stream their stations on their respective websites and mobile apps. "Our goal is to make sure that iHeartRadio continues to provide the best and most complete online radio experience for listeners," said CC Chairman/CEO **John Hogan**. "Our strategy is to serve our listeners on as many digital platforms as possible," said Cox Pres. **Doug Franklin**. Emmis Chairman/CEO **Jeff Smulyan** says, "By joining iHeartRadio, we offer our listeners...a great way to continue to enjoy our stations' content."

IMPORTANT MONEY-SAVING INFO! The deadline to save \$100 on registration for The 2012 Conclave Learning Conference is June 30, 2012. Current registration is \$399 and on July 1, 2012 tuition increases to \$499. Note that the Conclave has extended Free Agent and Student/Teacher tuition. Those registration fees remain unchanged at \$299 for those out of work and student/teachers at \$199. **The 2012 Learning Conference** will be held July 18-21, 2012 at the Doubletree Park Place Hotel in Minneapolis. A full slate of speakers and sessions have been announced including keynotes from Governor **Mike Huckabee** on Thursday morning at 9AM and **RAB** President **Erica Farber** on Friday morning at 9AM. Four syndicated talents—**Todd Schnitt, George Noory, Andy Dean, and Jim Brickman**—will highlight the All-Star Talent Super Session Thursday morning. The conference begins Wednesday morning with **Jacobs Media Summer School 3** and concludes Friday with **Kurt Hanson's RAIN Summit Midwest** and the **Rockwell Award Luncheon** at noon recognizing this year's Award recipients: **Jacobs Media's Fred Jacobs** and **Airplay Intel's Rich Meyer**. Complete agenda details and registration is available on the Conclave website <http://www.theconclave.com>. *COMMENT: For anyone attending conferences in our industry, they'll note how much of a value – and a bargain - Conclave tuition has always been. And it's an even better value for those in our industry who are being especially challenged to make ends meet – the unemployed and students. At ANY level, Learning Conference tuition is an incredible investment. But if you can save \$100 investing in yourself and your education, why wouldn't you? - TK*

HOTEL ROOMS ALMOST GONE! The Conclave returns to **The Doubletree Hotel Minneapolis -Park Place** for the 37th annual

Learning Conference, July 18-20, 2011! Sleeping rooms priced at just \$129 (single/double + tax) are nearly gone. A few still remain, so if you want to save some money next month (there are still rooms remaining at the Doubletree, but they'll be priced higher). Reserve yours now while you can. 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/>.

With thousands of philosophies, hundreds of techniques, and dozens of media options, advertising has become terribly complex. "Advertising... **SIMPLIFIED!**" presented by **Johnny Molson** at the **Conclave Learning Conference** Thursday, July 19, distills all of those viewpoints, methods, and choices into very easy to understand steps. In this session, customized specifically for radio to help advertisers get results, Molson a 16 year Creative Services Director for Mid-West Family Broadcasting, will teach the best way to create an advertising campaign, including what to say and how to say it differently from every other commercial, presenting ways to measure the effectiveness of the ad, and how to put these ideas to work NOW. Who's Johnny Molson? Johnny Molson has been the Creative Services Director for Mid-West Family Broadcasting for 16 years. Molson has run radio production departments in Detroit, Chicago, Dallas, and New Hampshire. In addition to providing voice and production for companies like Toys R Us, Burger King, Cadillac, Philips, and Kimberly-Clark, Molson has written advertising campaigns that have aired across the U.S., Canada, Great Britain, and South Africa. Training in satirical writing from The Second City/Chicago Molson has performed on stage in several theatrical productions.



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JUST 2 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

Hubbard Country WIL/St. Louis was joined by 5,000 local residents to help support Team Breadhead at the 2012 **Komen St. Louis Race for the Cure** last Saturday. Team Breadhead raised \$200,000 this year and was again the largest team participating. The event totaled \$2,373,000 with over 50,000 participants.

Former **Tribune** Talk WGN-AM/Chicago morning guy **Greg Jarrett** joins **Merlin Media** News WIQI/Chicago for mornings.

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>

Results Radio Classic Hits KCCL/Sacramento PD **Rico Garcia** has been promoted to Dir./Programming Ops. In this new role, Garcia will support the company's OMs and PDs. Rico remains KCCL PD and will report directly to CEO/Pres. **Jack Fritz**.

Bend Radio Group/Bend, OR OM "Mister Ed" **Lambert** exits after almost 6 years.

Mississippi Valley Broadcasting Adult Standards WLFN-AM/LaCrosse, WI flips to Talk as "Today's Talk 1490," effective July 1.

Radio One Top 40/Rhythmic WCKX and Urban AC WXMG/Columbus, OH veteran OM/Air Talent **Paul Strong** exits to become Public Relations Director and interim regional sales manager at **Oxy Water**/Columbus.

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.

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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TATTLE

Jobs

JMP Radio Group, Peoria, IL seeks full-time news reporters/anchors for digital media and broadcast radio. Broadcast and digital experience is preferred. Video experience is a plus. Potential candidates must have a passion for local news and ability to coordinate and convey constantly updated news stories over multiple platforms. Hours will vary. Send demo and resume to <mailto:jobs@jmpradio.com>.

Reising Radio Partners is seeking a self-motivated Production Director/ On Air Talent for our three-station cluster in Columbus, Indiana. Position requires strong production, writing, and organizational skills. Applicants should possess the ability to work directly with sales representatives to create spots that are effective and meet clients needs. We want someone who enjoys writing and producing great commercials. A voice-tracked air shift will be a daily requirement for this position. Remote broadcasts and public appearances should also be expected. To be considered for this position please email resume, sample scripts, sample production, and an aircheck to jobs@qmix.com

Wanted - A Strategy Director who is responsible for planning, managing and executing social media strategies for multiple clients across a variety of industries. The Director develops and executes strategic visions, monitors work and evaluates results to ensure the client's goals are met and are in line with the needs and mission of the overall brand. The Director is responsible for all client management, communication, conflict resolution, and compliance on deliverables. Experiment with new and alternative ways to leverage social media to achieve overall marketing objectives and goals. It is very important that the Director set proper client expectations and delivers accordingly. Actively contributes to the brand growth and success of **Mid-West Digital Marketing**. Monitor trends in social media tools and stay up to date in all changes in the social media space. Skills/Knowledge: In order to be successful in this position, you need to possess certain skills/knowledge. The ideal candidate is: Organized, Creative, A multi-tasker, Able to meet deadlines, Detail-oriented, Determined, Able to take direction well, A go-getter, A team player, A fast learner, A Quick thinker, Professional, A people person, An excellent delegator, Confident, A problem solver, A great communicator. Mid-West Digital Marketing offers a competitive starting salary, including a potential bonus for meeting performance goals. Additionally, a full benefits package is available. Contact: Digital Director , Mid-West Family Broadcasting, Mid-West Digital Marketing , 730 Rayovac Dr., Madison, WI 53711. oe@midwestfamilybroadcasting.com

Mix 96.7 WBVI-FM is looking for a new member on their team! We're looking for an entertaining individual who knows the basics and understands the importance of LOCAL radio. **Tri-County Broadcasting** is an Equal Opportunity Employer. Classification: Part-Time Position with potential for promotion to Full-Time. Responsibilities- , 1. Host Afternoon Show on Mix 96.7 WBVI-FM (3-6pm) , 2. Possible Sports (Basketball & Football) Play by Play. (not required), 3. Produce Commercial Copy daily to the satisfaction of clients., 4. Station Appearances & Live Remotes, 5. Other assignments to be determined by the PD or GM., 6. Maintain social media for afternoon show.,

Requirements the successful candidate must be self-motivated, goal driven and creative, with the ability to multi-task. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. All employees are expected to bring a positive attitude to the work place and be cheerful, cooperative and productive. In addition, the right candidate must have: 1. One year of experience as a Full Time Radio Air Personality., 2. High School Diploma; college preferred., 3. Experience with Cool Edit or other comparable software program preferred but not required., 4. Experience with SMARTS broadcasting software or comparable software preferred but not required., 5. Basic knowledge of MS Office Products including MS Word, Excel, Outlook and Windows., 6. Must have a valid unrestricted driver's license and a vehicle with appropriate insurance, 7. Must be able to pass drug, smoking & all other applicable screenings., Interested Parties should send an air check (MP3 format preferred) resume & references to: E-Mail to Jobs@wbvi.com OR WFOB/ WBVI, c/o **Josh Hohman**, 101 North Main Street, Fostoria, OH 44830

Clear Channel Media + Entertainment, Cincinnati, OH is seeking a Full Time Promotion Director. This position is responsible for overseeing the day-to-day operations of the promotion department including: administration, contests, promotions, community involvement, sales proposals and special events. The ideal candidate will, have a glaring positive attitude, be super organized, pay attention to detail, think proactively, provide creative solutions and be a strong communicator. 2-3 years related experience and a College Degree is preferred. This is a "at will" employment opportunity, meaning that, upon hiring, either party can end this arrangement at any given time. Please send a cover letter and resume to – **Kelley Snider** – ksnider@clearchannel.com

Dallas based Broadcasting and Internet Company targeting the African-American community is seeking an experienced Account Manager in our Chicago sales office to represent and sell various media products. Individual must be highly motivated and skilled in discovering, developing and generating revenue. Product emphasis will be targeted towards network radio, event sponsorships and internet sales. Location: Position is based in Chicago. Primary Responsibilities: Prospect, identify, develop, negotiate & execute new sales opportunities for various forms of media including urban radio, internet and event sponsorships. Requirements: Strong sales background in national or media sales and account service with internet, event sponsorships and/or network radio particularly targeting the African-American demographic. Strong customer service, oral, written and presentation skills. Proven record of quotas achievement. Proven track record with growing and maintaining business relationships for the mutual benefit of employer and client. Comprehensive knowledge of all media. Strong computer skills including Microsoft Office applications and Internet Ad Measurement. Experience/Education: 4-year accredited college level degree. Minimum five years media sales experience. National or network media sales experience a plus. Reports To: Vice President, Ad Sales – Midwest Region Position Availability: As soon as possible Candidates possessing the required professional experience, who display high energy and want to work in a dynamic and vibrant work environment should submit their resume along with salary history and references via email to: jobs@reachmediainc.com

Newsweb Radio Company is looking for an Operations Manager for our Elgin, Illinois office. Responsibilities may include on-air production, voice-over work, administrative and compliance duties. Candidate should have some previous radio experience, ideally in a production role. This is a full-time position. Please send your resume' and references to mpinski@newswebradio.net.

If you are competitive and know sales this is the unique job you've been searching for! X95.9 Terre Haute's Modern Rock station is seeking a motivated, team-oriented Full-Time Advertising Sales Representative. X95.9 is a part of the Midwest Communications, Inc. family ranked one

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At The Conclave Learning Conference Friday, July 20



Details at www.kurthanson.com

of the best companies in the industry to work for. The ideal candidate will have a proven track record of success, strong prospecting skills, outstanding phone/cold calling skills and will offer exceptional service to our clients. Computer skills in Word and Excel a plus. One to two years outside sales experience and a college degree preferred but not required. We will train the right individual. We offer the best training in the industry, a full benefits package and the opportunity to earn an outstanding living. Reliable vehicle, a valid driver's license and a good driving record is required. If you're ready join a winning team and are interested in starting a career instead of a job, please email your TODAY to jack.swart@mwcradio.com fax it to 812-234-9999 or snail mail to Jack's attention at 824 S. 3rd Street, Terre Haute, IN 47807.

97.1 The Fan, the flagship home of the Blue Jackets and the Buckeyes, seeks a highly motivated individual to take our station to the next level. The successful candidate will be responsible for anchoring daily sports updates, reporting on sporting events and filling in as talk show host and producer. We're seeking a flexible utility player with an entertaining on-air presence to fill this position. This position requires an entertaining and knowledgeable on-air presence coupled with the ability to create and develop show topics. This position also requires the ability to produce and co-host talk shows, edit audio files, prepare stories and sports updates, attend and report on sporting events, and conduct interviews. At least three to five years experience in sports or talk radio, including on-air experience, extensive knowledge of sports, excellent communication skills and ability to perform air shifts required. Qualified applicants may apply online at www.dispatchbroadcast.com.

Immediate PD/Morning show co-host opening at KBXR (Cumulus-Triple-A), and PD KBBM (Cumulus-Active Rock), in Columbia, Missouri. Candidates should be well organized, self-motivated, have high energy and passion for the job, be effective multi-taskers and have a competitive attitude that drives them to win. The ideal candidate should be familiar with music scheduling software, creative imaging, promotions, website maintenance, social networking, and air-checking other on-air personalities. Great on-air talent and good at interacting with listeners at public appearances are a big plus. Please forward your resume and aircheck (mp3) to: cumulusradio.jobs@cumulus.com with the subject "KBXR-Columbia-Jefferson City".

Cumulus Broadcasting Flint WDZZ-FM 92.7 is looking for a talented On Air person who is able to relate to the audience and put on an enjoyable listening experience. The candidate must be a self starter who is highly motivated, dependable, detail oriented, energetic and displays professionalism and enthusiasm when representing the station. Board operating experience, familiar with FCC rules and regulations and EAS guidelines, as well as be proficient using computer systems such as, Adobe Audition and/or Cool Edit Pro and remote monitoring systems for radio transmitters are required. Qualified candidate will possess strong organization skills with a high degree of accuracy. A valid driver's license with a good driving record and be able to lift up to 50 lbs. Familiarity with Promo Suite, web/graphic design is a plus! Duties

include but are not limited to live on air broadcast, recording and playing back live and syndicated radio programs, playing all commercials as scheduled and represent the stations at events and appearances. The position requires that the candidate be able to work nights, weekends and holidays. Send resume and MP3 air check to:
Cumulus Media Inc., HR – On Air Talent, 6317 Taylor Dr, Flint MI 48507, Email: Diane.Jendrusina@cumulus.com, Fax: (810) 424-3595

Cumulus Media Bismarck-Mandan has an opportunity to lead KBYZ, 96.5 FM, The FOX to continued format dominance. This position calls for an energetic, detail-oriented individual who is technically savvy, socially connected, and highly motivated. Scope: Direct, schedule and supervise on-air talent and be responsible for a competitive, compelling live product Monday-Saturday, 2-6 P.M.,(some hours voice tracked). General Responsibilities: Create and supervise on-air structure and presentation. Oversee music rotations, including testing and playlist development. Develop marketing strategies and promotions to increase ratings market share. Recruit, hire, train, supervise, and schedule on-air and studio talent. Provide excellent management and leadership to the web & digital media staff and work collaboratively with staff, management, radio clients, and IT support. Partner with internal and external content managers, editors, designers, developers and other radio staff to ensure site meets both client and station needs, align with the brand strategy platform, and meet station web standards. Present web/digital content to diverse audiences, manage multiple projects and maintain schedules and budgets. Provide daily digital media services utilizing technology (websites, webcasts, blogs, podcasts, social media) Ability to interact and provide information to diverse individuals or groups. Please send your resume and a sample of your on-air and imaging to: **Syd Stewart**, VP / Market Manager, Cumulus Broadcasting Bismarck-Mandan, 1830 N 11th Street, Bismarck, ND 58501, (701) 250-6602 x 129, syd.stewart@cumulus.com

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



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