

the Conclave Presents

# THE TATTLER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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For a third consecutive year, the Conclave Learning Conference ends its session agenda with publisher **Kurt Hanson's RAIN Summit Midwest**, Friday morning July 20 at 10:00 AM CDT. The RAIN Summit is a series of sessions and presentations that address many of the challenges and opportunities digital media present to radio. The sessions include: *State Of The Industry*-Kurt Hanson Publisher of RAIN's "signature"

presentation on the state of streaming radio. *Many Platforms, Many Opportunities* – Learn the best multi-platform strategies be it broadcast, internet, HD, website, social media for maximizing the audience for your content. Faculty: **Rick Greenhut**, iBiquity Digital Corporation; **Steve Goldstein**, Saga Communications; **Samy Simpson**, Eventr Real-Time Marketing & Advertising; **Mark Kassof**, Mark Kassof & Company *How Stations Can Better Engage Listeners On Facebook* – Half the U.S. population uses Facebook, and **Sam Milkman** of knowDigital presents insights into whether radio stations are truly engaging their audience on Facebook and what works best to connect with consumers. *"Pure Play" – Radio's Most "Direct" Competitors?* The highly competitive, quickly-changing landscape of firms providing online listeners a similar experience to broadcast radio. Faculty: **Mat Bates**, Slacker; **Jeff Bachmeier**, 977 Music *Using Social Media As A Show Prep Tool* Air talent learn some best practices for using Twitter, Facebook, Google Plus, etc. as a content source for their shows. Presenter: Valerie Geller, Geller Media International *Streaming Strategies For Radio* There are many routes to attracting listeners and generating revenue for your station via streaming. Our panel discusses the pros and cons of each. Faculty: **Michael Dalfonzo**, Abacast; **Kevin Straley**, TuneIn; **Tyler Brookfield**, Liquid Compass *What To Expect From Digital Marketing* So many tools exist for stations to execute marketing campaigns online that it can be overwhelming. Learn best practices and set your expectations accordingly. Presenter: Ed Schindler, dmr Interactive **RAIN KEYNOTE:** *Steve Dahl* Kurt Hanson interviews

the legendary air talent on his experience as a self-employed podcaster and his efforts to move the "Steve Dahl Show" to the digital age. *COMMENT: Rain Summits have become a fixture at Learning Conferences, allowing our attendees a glimpse of what media has become...and will become...in their future. While everything we present during the Learning Conference carries a 'can't miss' connotation, Kurt Hanson's annual trip to tomorrow is all that, and more! - TK*

The fines imposed by the **FCC** punishing **CBS** and its affiliates for **Janet Jackson's** "wardrobe malfunction" during the **2004 Super Bowl** halftime show were ruled "unfair punishment for isolated profanity and sexual content" by **The Supreme Court**. The FCC is now obligated to refund the fine to CBS. The Supreme Court upheld the ruling by the 3<sup>rd</sup> Circuit U.S. Court of Appeals panel that found the FCC had acted "arbitrarily and capriciously" because it didn't give the media companies proper prior warning about subsequent changes in its enforcement policies. Chief Justice **John Roberts** sided with the majority, though he did add that "the agency never stated that the (fleeting expletives) exception applied to fleeting images as well, and there was good reason to believe that it did not ... As every schoolchild knows, a picture is worth a thousand words, and CBS broadcast this particular picture to millions of impressionable children." Which means "Any future 'wardrobe malfunctions' will not be protected on the ground relied on by the court below."

BTW – You can still register for the 37<sup>th</sup> annual Learning Conference - July 18-20<sup>th</sup> at the Doubletree Hotel in Minneapolis - online! Log onto [http://theconclave.com/register/clc\\_register.php](http://theconclave.com/register/clc_register.php) and you'll be all set! See you July 18<sup>th</sup>!

**The Supreme Court** declined to hear appeals by the **NAB, Tribune** and **Media General** regarding the **FCC's** ownership rules. There will not be any relaxing of the broadcast-newspaper ownership rules on procedural grounds. NAB EVP/Communications **Dennis Wharton** statement read, "We're disappointed the Supreme Court declined to review rules that limit local broadcasters' ability to compete with our national and multinational pay programming competitors. NAB will continue to advocate for modernizing ownership rules that stem from an era of 'I Love Lucy'." *Comment: As long as broadcast frequencies remain limited and owned by the public, we wouldn't anticipate the ownership rules for tower-tethered properties being relaxed any more than they have been in the past. And we enjoy an old 'I Love Lucy' episode every now and again. - TK*



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>

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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)**

In a time when pressure for ratings and revenue is greater than ever, programmers are expected to do more with less and that often involves the participation—make that the cooperation—of the sales department. **Doug Harris** “Creative Animal” will share his secrets for generating programming-friendly promotion ideas that client’s love, while identifying his secret resources for creative catalysts during an action packed session at the **Conclave Learning Conference - *Brokering The Peace Between Sales & Programming*** - on Thursday afternoon, July 19. Harris has developed a reputation for meeting the needs of sales without compromising the integrity of the on air product. His system of checks and balances for the programming/sales relationship has produced revenue and ratings growth for dozens of stations with the effective marriage of programming goals with sales goals. If you’d like to get out of the business of listener tolerance and back in the business of listener benefit, don’t miss this presentation! (About Doug: Doug Harris of Creative Animal International is an internationally-recognized speaker, trainer, consultant, and idea generator for the broadcast marketing community. A 2011 inductee into the *Texas Radio Hall of Fame*, Harris assists radio and television stations in their pursuit of ratings and revenue through proven processes and the generation of ideas. A former *Billboard Magazine* Promotion Director of the Year and a member of the Broadcast Film Critics Association, Harris has addressed marketing groups in 26 countries on five continents and makes his home in Houston. In 2013, Doug Harris will commemorate his 30th year in broadcasting.)

**Howard Stern** is the biggest name to be inducted to this year’s class of Hall of Fame class at the **Museum of Broadcast Communications/Chicago**. He’s been passed over before, and trashed the Hall on the air at **Sirius XM**. Congrats to all of the inductees, including: WLW-AM/Cincinnati host and former Conclave keynoter **Gary Burbank**, former KLIF-AM, KVIL, KLUV and KPMZ/ Dallas personality **Ron Chapman**, Los Angeles host and impresario **Art Laboe**, WDEF-FM/Chattanooga morning host **Luther Masingill**, the late WSBC-AM/Chicago pioneer **Jack Cooper** and NPR’s “Fresh Air with **Terry Gross**.” The induction ceremony will be November 10th.

East side Green Bay, WI residents are complaining that something is interfering with AM radio reception in the area. The **Green Bay Press Gazette** reports that Brown County Supervisor **Brad Hopp**, whose district includes the area in question, is calling for electromagnetic fields along University Ave. **Kerry Spees**, spokesman for **Wisconsin Public Service Corp.**, which maintains the power lines, told the paper that broken insulation on a line could cause interference and that if someone complains, they send someone out to check and repair the problem.

Is it possible for a **Conclave Learning Conference** session to be so important, it just might save your station license? Judge for yourself as respected Washington broadcast attorney **Gregg Skall** of the law firm of Womble Carlyle Sandridge & Rice shares his legal knowledge in an informative session at the Conclave Learning Conference - **How To Scare The Daylights Out Of Your Lawyer!**- on Wednesday afternoon, July 18. There are many legal pitfalls that can be the undoing of an ill-informed programmer or manager as their actions could put the station license in danger. From indecency complaints, to sponsorship and endorsement trappings, pay for play, EEO requirements, political advertising in an election year to those dreaded April Fool’s Day hoaxes, Skall has seen it all and will share his expertise. Attendance at this valuable session will keep you and your station out of hot water with the FCC, the FTC or your local district attorney. Information gleaned from Gregg’s Q & A at the end of this seminar may just pay for your Conference tuition a hundred times over! (About Gregg: Gregg Skall is a member of the law firm Womble Carlyle Sandridge & Rice, PLLC. He is the immediate past Telecommunications Practice Group Leader. He frequently lectures on the political and other broadcasting rules and regulations of the Federal Communications Commission and represented broadcaster associations before the FCC and the Federal Election Commission. Gregg represents individual broadcasters and other parties in their regulatory dealings before the Federal Communications Commission and in their commercial business dealings. He serves as Washington Counsel to several state broadcaster associations. He also works with telecommunications companies and with radio device manufacturers to obtain FCC approvals and to assure regulatory compliance. He is a frequent author on broadcasting and the law and is published in *Radio Business Report/Television Business Report* and *AllAccess*, where his column “FCC Uncensored” is a regular feature.)

**Clear Channel/Columbus OM** and Top 40 WNCI PD **Tony Travatto** is moving to CC/Detroit, replacing **Todd Thomas**. In this new role, Travatto will oversee Top 40 WKQI, Urban WJLB, Urban AC WMXD, Classic Rock WDTW, Talk WDTW-AM and Sports WDFN-AM while also being the day-to-day D at Hot AC WNIC.

**Midwest Communications** launched a new country station in Terre Haute, IN. WDEQ is “The New Q-102.7, Terre Haute’s New Choice for Country.”

**Wilks AAA KCKC/Kansas City** morning host **Shorty** is out.

**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.

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# The Conclave Learning Conference

Wednesday, July 18



Keynote  
July 19



Mike  
Huckabee

Keynote  
July 20



Erica  
Farber/RAB

Rockwell Award  
Ceremony, July 20



Fred  
Jacobs



Rich  
Meyer

Friday, July 20



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

37th Annual! • Doubletree Park Place • Minneapolis, MN • July 18-20, 2012

**NRG Media** Sports KOZN-AM/Omaha morning “Schick and Nick” co-host **Matt Schick** moves to afternoons to join **Mike’l Severe** as co-host. Matt fills the spot left open when incumbent **Kevin Kugler** stepped aside to take on more TV work at the **Big Ten Network** and as National Sports Correspondent for **The Zone**.

Programming vet **Jim Murphy** is leaving his gig as PD of **Cumulus** Country KATC/Colorado Springs after just 14 months on the job. Murphy has accepted a teaching position with the **Ohio Center for Broadcasting** as Dir./Career Services. Murphy is best known for his 15 years as VP/Country for **Jones Radio Networks** (now **Dial Global**) and as a former Conclave Agenda Committee member.

**Teshmedia Group** appointed veteran broadcast and online content creator **Mark Edwards** as its new Digital Community Manager.

**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.

**Premiere Networks’** “Coast to Coast AM” host and 2012 Conclave faculty member **George Noory** is in the process of launching “Shape Up,” a campaign to get his listening audience to lose a collective 15 million pounds. The first hour of Noory’s program every Thursday night in July will offer special guests giving advice on nutrition, weight loss, health benefits and more. Noory said, “Listeners of Coast to Coast know that in addition to exploring mysteries of the universe, I’m also interested in improving my health and wellness. This Shape Up campaign is a great opportunity for America to encourage and inspire each other to increase our longevity and live better lives.”

**Merlin Media** Alternative WKQX hired **Lauren O’Neill** for one of their remaining on-air positions!

The Conclave returns to **The Doubletree Hotel Minneapolis -Park Place** for the 37th annual Learning Conference, July 18-20, 2011! All our \$129 sleeping rooms are sold out, but rooms at other prices and suites are still available, if you hurry! Reserve yours now. 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/>.

KNSI owner and founder and owner of Leighton Broadcasting **Al Leighton** passed away last week. Leighton was 86 years old. Leighton bought controlling interest in KDLM and began forging a career as a central Minnesota broadcasting legend. In 1975, Leighton bought St. Cloud’s KFAM-AM-FM, rebranding the station as KCLD. Leighton Broadcasting corporate headquarters moved to St. Cloud in 1982, where the company operates four stations today — KCLD, KNSI, KZPK and KCML. In addition to KDLM, Leighton Broadcasting also includes KBOT FM, KRCQ FM, also in Detroit Lakes; as well as KYCK FM, KNOX AM-FM, KZGF FM, KGFK FM and KZLT FM in Grand Forks, N.D. “Our dad was truly one from the greatest generation,” Leighton’s son and current Leighton Broadcasting CEO Bob Leighton said. “From a small farm in Elk River to enlisting in World War II, to raising a family of nine to building a broadcasting business from nothing but a dream and desire to be on the radio, our dad lived the American dream.”

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>.



Lost to history were John and Paul's uncredited co-writers.

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# TATTLER Jobs

**Double Z Broadcasting** has a rare opening on our sales staff! We are in need of an Account Executive to sell for four radio stations in Devils Lake, ND. If you're a motivated, enthusiastic self-starter, here's a great opportunity for you, in one of the nation's best outdoor recreation areas. The AE will be responsible for servicing and maintaining an existing account list, and developing new business. Double Z Broadcasting is very well-established and respected in the community since 1989, and consistently runs a high volume spot load. We run several major and popular promotions every year, including car giveaways. Our staff and stations have won many National, NAB, state and local awards over the years, and are very active and community oriented. No corporate headaches! We are a locally owned and operated company. Our offices and studios are modern and state of the art. Our employees enjoy working for Double Z Broadcasting so much, that we've had only one other vacancy in nearly 10 years. We place importance on a fun and friendly working environment. Health insurance benefits, retirement plan with employer contribution, vacation, bonuses and vacation bonuses for performance goals. Experience is preferred. Applicants must be able to drive and own their own vehicle. Fuel allowances are made. Send letters and resume to [curt@lrradioworks.com](mailto:curt@lrradioworks.com)

PD opening for Southeast Missouri cluster. Person will be responsible for KBXB-FM (New Country B97.9), KBHI-FM (Hot A/C / Star 107.1), KRHW-AM/FM (Classic Country). 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: [jobs@b979.net](mailto:jobs@b979.net) with the subject "PD Position"

KRVN and the Rural Radio Network have an opportunity in southwest Nebraska for someone who wants to be a part of a successful and growing team. We are looking for a representative to present and sell our advertising services to retailers, wholesalers, manufacturers, farms and livestock operations. You'll offer them the chance to promote their business on our stations and our internet websites. If you are comfortable meeting and doing business with a wide variety of people and understand this rare opportunity...we'd like to hear from you. Send your resume, references and a cover letter by July 14th to: Sales Manager KRVN Radio PO Box 880 Lexington NE 68850

The Local Digital Sales Manager will report to the Director of Digital Sales with a dotted-line to **CBS Radio's** Director of Sales, and will be responsible for working closely with CBS Minneapolis's sales team to prospect, develop, close, and maintain advertising accounts on CBSMinnesota.com and CBS Local Digital properties. The Local Digital Sales Manager will work closely with the CBS Minnesota digital team to achieve and exceed digital budgets for Minneapolis/St. Paul market. Coach local sales staffs on the most effective ways to use their local website to develop opportunistic revenue-generating programs and always include an online

component with all radio deals. Full description at <http://www.cbsradio.com> — APPLY TODAY!

**Entercom** is looking for experienced On-Air Personalities. Must have experience in the format (Active Rock, Sports Talk or News Talk formats) and passion for the brand. May include host duties, news, reporting or producing responsibilities as well. Both full-time and part-time positions available. Please submit MP3 with your cover letter, resume and application. To be considered for this position, please apply online at [www.entercom.com](http://www.entercom.com) and click on "Careers". Please submit an MP3 of your work.

**Leighton Broadcasting** in Grand Forks, North Dakota is STILL looking for its next Morning Show superstar and Program Director. Applicant should be competitive and live and breath CHR radio. Social Media, Pop Culture knowledge is a must. Music Master knowledge is a bonus. Leighton Broadcasting is a stable company that does not blow people out or make knee jerk decisions from book to book. You will have every opportunity to grow, thrive and develop in an environment that gives you every tool that you will need to succeed. Only serious applicants should apply to [jt@knoxradio.com](mailto:jt@knoxradio.com)

**Townsquare Media** Grand Rapids is seeking reliable part-timers for weekends, vacation fill-in and board op duties. Depending on your experience and on-air style, you could wind up on one or several of our four FM's ... Active Rock "97-9 WGRD," Hot AC "Channel 95-7," Classic Hits "98.7 WFGR" or Soft AC "100.5 The River." Send MP3 and resume to [channelonair@hotmail.com](mailto:channelonair@hotmail.com). Or snail mail to: Townsquare Media, Attn: Weekends, 50 Monroe Avenue NW, Suite 500, Grand Rapids, MI 49503

Do you have a passion for creating digital content? Do you want to help shape what local media will be in the future? WJBDradio.com has been a leader in developing and delivering digital content and is looking for someone who can continue our rapid growth. This position includes working with our sales staff and clients on creating effective digital ad campaigns, developing promotions for WJBDradio.com and our social media platforms, and helping to create live and recorded video content in the field. The person selected must have strong computer skills and should be able to handle day to day computer and networking issues. The ability to do on air news, sports, and production is an added plus. Enthusiastic recent college graduates who understand the rapid changes taking place in media are encouraged to apply. I would love to hear your ideas and see what you've done in the area of internet and social media content development and advertising. A sample of your on-air work would also be helpful. Please send your information to **Bruce Kropp**, WJBD AM/FM Radio, Box 70, Salem, IL 62881 or via e-mail at [brucekropp@wjbdradio.com](mailto:brucekropp@wjbdradio.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](mailto:tomk@theconclave.com) no later than Wednesday evening for Thursday publication. No calls unless otherwise specified.



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



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

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