

the Conclave Presents

# THE TATTLER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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**Again this week, the TATTLER drops its usual format to bring you highlights of the 2012 Learning Conference. This week, we begin recapping reports of the Conference as found on the pages of various industry trades/websites. In this issue, here's what ALL ACCESS and TRI said about the Conclave - with our thanks!**



**The 2012 CONCLAVE LEARNING CONFERENCE opens TODAY (7/18) at the DOUBLETREE PARK PLACE in MINNEAPOLIS, with LEARNING CONFERENCE badges presented by ALL ACCESS.**

The event kicked off this morning with the third annual JACOBS MEDIA "Summer School" series of sessions. JACOBS MEDIA social media expert and ALL ACCESS columnist LORI LEWIS was first up with her analysis of how the "Five Zuckerisms" — the five points for business that FACEBOOK founder MARK ZUCKERBERG wrote about in his letter to investors (focus on impact, move fast, be bold, be open, build social value) — apply to radio's use of social media. LEWIS also explained the algorithm used by FACEBOOK to promote posts in users' news feeds, including affinity (tracking a user's interacting with other posts, users, and sites): If a user doesn't interact with a station's FACEBOOK page, the algorithm will remove the station's posts from the user's feed, assuming it's spam or otherwise unwanted. She stressed that shares and comments are more important than "likes" for the algorithm's weighting, and noted that timing is an element but not critical. PAUL JACOBS followed with a presentation on stations' mobile strategies and the growth and use of smartphone apps, including how radio listeners use cell phones. He showed screen shots of the apps of WGN-A/CHICAGO, WEEI-A-F/BOSTON, WMGC/DETROIT, and ZM/NEW ZEALAND, among others. He previewed a new app feature for WSTR (STAR 94)/ATLANTA that allows users to send "Open Mic" 10-second audio messages to the station.

"Here's the cool thing," JACOBS added, "everything you just saw will be old in six months."

MICHAEL BRANDVOLD returned to the "Summer School" for a second appearance to talk about how music stars from all formats effectively use Twitter. He called Twitter a "reality show," and advised users to determine what their limits of personal disclosure are and then go "right to your limit." He reminded users that Twitter "knows no borders or territories," so tweets will be seen by non-fans as well as fans. Most important, BRANDVOLD insisted, is to "post with passion." Examples include posting simple questions that encourage followers to respond and interact with each other (like GREG KIHN's "DAVID LEE ROTH or SAMMY HAGAR?" tweet). And the importance of engaging with fans is recognition, BRANDVOLD said, with the connection made via engagement on Twitter building loyalty and expanding your network through the fans' followers.

ARBITRON's JENNY TSAO discussed how the winners in the PPM-generated ratings have achieved their success. She said that daily cume and occasions — how often people tune in — are the primary drivers of PPM ratings success; Top stations get about 9 or 10 minutes of listening per occasion. In addition, most stations played about the same amount of music (about 13 spins an hour) regardless of rank, and there were few differences in rotation of top hits as well (the exception is Top 40/Rhythmic, in which the number one stations played fewer of the top titles). Rhythmic and Country top rankers played a wider variety of titles, a situation not mirrored in other formats.

FRED JACOBS followed with a look at "radio's emotional triggers" and listeners' engagement with radio in data from TechSurvey8. JACOBS looked at "first occasion" media consumption, in-car listening, how younger listeners are increasingly using their smartphones or MP3 players in their cars, how News-Talk and Sports are leading listenership among those with in-car entertainment systems (and how those listeners are listening to less AM and FM radio), and reasons people still listen to the radio, from the obvious and most popular (to hear favorite songs, for DJs/shows/hosts) to emotional responses (like to work with the radio on, get in better mood, keeps company, escape pressures of life).

CHRIS ACKERMAN of COLEMAN INSIGHTS spoke about balancing short-term and long-term concerns in the PPM world, stressing the importance of brand strength and "in-the-moment product execution." He used a pyramid chart to show the elements that bolster the base music or talk position of a station, like personality, specialty programming, contests, marketing, news, and community involvement, wrapped in a "brand essence." And he offered a matrix to help make decisions on whether to play a particular record, measuring the effect on in-the-moment performance — whether playing it will drive listeners away or not — versus brand-building (it may ultimately help the station's cutting-edge image).

The Learning Conference

the Conclave

July 18-20, 2012  
Doubletree Park Place  
Minneapolis

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LEWIS returned for another social media talk, this time using the U.S. ARMED FORCES' manual on social media to explain how to "go into battle." Examples include monitoring "online chatter," including about the competition. And the MINNESOTA TWINS' Corporate Communications Manager CHRIS ILES offered insights on how sports franchises are using social media.

An afternoon session moderated by ALL ACCESS' own JOEL DENVER addressed how to "climb the ladder" in the radio industry — and whether there is still a ladder to climb. The panel, including COX MEDIA GROUP's KIM GUTHRIE, MID-WEST FAMILY BROADCASTING/SPRINGFIELD, IL's SUSAN GROVES, and WOODWARD COMMUNICATIONS/APPLETON PD (and GREEN BAY PACKERS public address announcer) JOE CALGARO, discussed defining success (GUTHRIE warned not to define success by market size, with which GROVES and CALGARO agreed), mentoring, management styles (CALGARO said his style "drives my General Manager insane"), the lack of a "farm system" for radio (GUTHRIE said that a station can hire a good, smart worker and teach him or her to do the job, and an extensive resume isn't always better), and other advice for those aspiring to a career in radio.

GROVES noted that while people say it is "harder to get in" and there are fewer jobs, most applicants aren't willing to put in the work necessary to succeed, so those who do work hard stand out from the pack and can succeed. GUTHRIE noted the need to multitask, and said that those who can do multiple jobs will be successful in the business; she also noted the importance of keeping records of accomplishments to stress in job applications. CALGARO advised, "take anything that's put in front of you and do it like it's your favorite thing to do," adding that he started his radio career playing Country music and had not heard any of the records before that, and took on the task of PD at a Sports station without ever having worked in Sports radio at the time.

Other panels on WEDNESDAY afternoon included a panel on getting the most out of talent, with consultant VALERIE GELLER moderating and panelists CUMULUS MEDIA NETWORKS "FLASHBACK" host MATT PINFIELD, ALL ACCESS Urban/Urban AC Editor JERRY BOULDING, ASTRAL MEDIA/VANCOUVER's RONNIE STANTON, and CUMULUS Country KATM (KAT COUNTRY 103)/STOCKTON, CA host MELISSA MCCONNELL; POINT TO POINT MARKETING's ROB KLEMM headed a panel on ratings methodologies, with VALLIE RICHARDS DONOVAN's HARV BLAIN and ARBITRON's JON MILLER explaining the basics of the PPM and diary systems; and CENTER FOR SALES STRATEGY CEO JIM HOPES on time management.

A panel on voice-overs hosted by BENZTOWN's DAVE "CHACHI" DENES and moderated by CUMULUS MEDIA NETWORKS' DENNIS GREEN included CBS RADIO/LOS ANGELES' JHANI KAYE, JOURNAL/OMAHA's MARK TODD, agent NATE ZEITZ, voice-over/imaging talent RACHEL MCGRATH, and — arriving late — voice-over talent PAT GARRETT. And attorney GREGG SKALL hosted a session on FCC rules and keeping stations within the regulations.

**The 2012 CONCLAVE LEARNING CONFERENCE kicks into day two TODAY (7/19) at The DOUBLETREE PARK PLACE in MINNEAPOLIS, with LEARNING CONFERENCE badges presented by ALL ACCESS.**

THURSDAY's program was led off by CUMULUS MEDIA NETWORKS host and former ARKANSAS Governor MIKE HUCKABEE in conversation with HUBBARD ABC affiliate KSTP-TV/MINNEAPOLIS' TOM HAUSER. The discussion covered HUCKABEE's career and his move into the media ("a perfect fit," he said, for someone who "played the game") as well as politics.

HUCKABEE told HAUSER that when politicians say they never listen to talk shows, "it's a lie," adding that he tried to listen to and read the best and worst about himself, with the idea that the truth would be somewhere in the middle. He credited conservative Talk radio's success to the passion hosts demonstrate, although he said that he, himself, feels no need to "scream and shout," preferring to allow liberals to talk without interruption while they "self-destruct."

**Battle Of The Syndicated Hosts**

A "Syndication Super Session" featured PREMIERE "COAST-TO-COAST AM" host GEORGE NOORY and "AMERICA NOW" host ANDY DEAN, COMPASS MEDIA NETWORKS talker TODD SCHNITT, and CUMULUS MEDIA NETWORKS host and musician JIM BRICKMAN, with ALL ACCESS VP/Editor News-Talk-Sports PERRY MICHAEL SIMON moderating. The entertaining discussion included fireworks between the brash DEAN and veteran SCHNITT, with testy exchanges over experience and relative success.

The most common trait of successful radio talent is "a desire and hunger to do it," consultant VALERIE GELLER said at her presentation on talent development. She said a "true star" has the ability to "dance while no one's watching," being unafraid to perform. "Great artists take risks," GELLER asserted in a discussion of star quality and how to get it; she also noted the importance of being funny and compelling over the "six testicle voice."

Consultant ALAN BURNS, via a webinar projected onto a screen at the conference and associate JEFF JOHNSON on-site at the CONCLAVE, offered the results of a study of women's use of digital media, showing increases in online listening to radio station streams attributed in large part to iHEARTRADIO, which has seen usage more than doubling in the past year. Over half stream an AM or FM station using the iHEARTRADIO app, mostly at home, and TSL has jumped as well. Apps in general have exploded in use among women, and radio station apps are no exception (nor are Pandora users, half of whom have also downloaded a radio station app). Meanwhile, listening on a regular radio has declined, but the aggregate of regular and online/mobile streaming shows listening to radio stations is up (or at least flat, with the margin of error taken into consideration). "You just invented radio again," JOHNSON told the audience. BURNS added information about listening in cars and women's reasons for not using streams in cars right now (the top reasons being lack of Net access in the car and liking to listen to radio instead).

DOUG HARRIS offered promotion ideas to satisfy both sales and programming in a presentation hosted by ENTERCOM/MADISON OM DAVID MOORE. HARRIS said that there are only four basic promotions: gift-with-purchase, consumer registration (register to win), special events, and special pricing. He counseled attendees to plan in advance and "put it in writing," and suggested that promotions be written down in one-sheet form (the "DOUG HARRIS Gets Hit by a Bus" promotion, designed to answer all questions if

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A limited number of copies of this year's in-room KLAV-TV are available NOW! Email Art Vuolo for details: [artvuolo@aol.com](mailto:artvuolo@aol.com).



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HARRIS were to be hit by a bus). "Promotion is the exploitation of opportunity," HARRIS added.

A panel on "PPM Success" included air talents DAVE RYAN of CLEAR CHANNEL Top 40 KDWB/MINNEAPOLIS and ERIC FERGUSON of HUBBARD Hot AC WTMX (MIX 101.9)/CHICAGO, PD JIM MCGUINN of MINNESOTA PUBLIC RADIO Triple A KCMP (THE CURRENT)/MINNEAPOLIS, CUMULUS SVP-Programming MIKE MCVAY, and P1 RESEARCH President KEN BENSON discussing how the PPM has changed programming (or not). MCGUINN joked that he missed the old "If anyone asks" promos, but the panel agreed that dropping imaging that had been targeted at recall (for the diary system) was not a good idea for overall branding. FERGUSON stressed the need to keep listeners engaged to build brand loyalty. RYAN noted that jocks had become complacent from years of diary-based success and that "two guys and a woman sitting in a room talking about themselves" was not enough to succeed in a metered world. Moderator JOHN BOYNE of COLEMAN INSIGHTS raised the issue of how the PPM had been perceived to favor music over talk and asked whether opinions on that have changed, but even MCGUINN, whose station is built on its reputation for eclectic music, said that his station cannot succeed in ratings or revenue if it relies on "that was/this is" instead of personality. MCVAY, saying that he does not like the word "brevity," nevertheless touted "efficiency" as preferable to keep talent from going too long with material.

The day's activity is concluding with a "MINNESOTA Music Cocktail Party" sponsored by COLEMAN INSIGHTS in the MUSICMASTER Ballroom, featuring local bands TWO HARBORS and BETHANY LARSON AND THE BEE'S KNEES (5-7:30p).

**The 2012 CONCLAVE LEARNING CONFERENCE is wrapping things up on day three TODAY (7/20) at The DOUBLETREE PARK PLACE in MINNEAPOLIS, with LEARNING CONFERENCE badges presented by ALL ACCESS.**

The day's schedule began with RAB President ERICA FARBER interviewed by the conference's Agenda Chairman and COLEMAN INSIGHTS President/CEO WARREN KURTZMAN about how she was recruited to join the RAB. "I still believe in this business," FARBER said, adding that while she recognizes the challenges the industry faces, "I still feel very strongly (about the business) and see tremendous opportunity."

"The definition of radio is changing," FARBER said, noting that consumer usage and technology has changed and "we have to play catch-up a little bit." But FARBER added that the changes offer opportunity and that public perception of radio is still strong. In addition, she pointed to changes in how the business is structured, with large and small station owners having different goals and missions.

Asked about what radio needs to do to improve sales, FARBER said, "We need to call on advertisers." "It is still a problem. We are not making sales calls. We don't know what to say." On the PPM, FARBER said that "for the first time... we're thinking about what people are doing while they're listening to us.... all PPM is doing is allow us to see that." Pointing to the shift from the diary method of quarter-hour listening to the more more specific meter figures, she said, "we're getting found out a little."

FARBER said that since joining the RAB, she has learned that the organization is a "tremendous resource... it is not our father's RAB. It has definitely moved forward," but needs, she added, to let people know how to use it. And she asked those in the industry not to use the term "terrestrial radio," because it was, she said, coined by satellite radio and used against the broadcast industry. She

counseled radio people to be positive despite the industry's problems and create a "buddy system" to allow venting without airing the complaints in public or the media ("these ARE the 'Good Old Days'"). Digital media, she said, offers opportunity for radio ("we are the original social media. We were FACEBOOK before FACEBOOK"); she advised stations to register visitors to their websites and predicted that stations would get more into video. "There's going to be more," she said. "It's very exciting."

The annual RAIN Summit MIDWEST took over the rest of the session schedule for the event, starting with RAIN founder KURT HANSON's talk about his theory that radio is entering its fourth "Golden Age," with statistics showing rapid growth of online listening and an explanation of the economics behind streaming. A panel on multi-platform stratifies followed, with MARK KASSOF, SAGA's STEVE GOLDSTEIN, and iBIQUITY's RICK GREENHUT voicing optimism about HD RADIO (GREENHUT called it a "disruptive technology," while KASSOF said he expected that the industry's success getting the service into cars will help it become successful). GOLDSTEIN talked about using analog translators to rebroadcast the programming from HD multicast channels to help the formats gain traction, and questioned whether people want rebroadcasts of standard radio stations online, which he said amounted to about 2%, or prefer new and different choices); He said that the experience of listening online is "horrible" but that his company will shortly try a 100% simulcast, including spots, of its terrestrial signals online. The discussion also covered the expansion of radio sites into video and use of HD2, streaming, and translators to offer niche programming, and GOLDSTEIN noted the success of podcasting as something that radio stations should emulate ("we've left audio on the table"). knowDIGITAL President SAM MILKMAN offered a presentation on using FACEBOOK to engage listeners, discussing the results of a study of 30 listeners who "liked" a station's page. The listeners said they liked the station, CBS RADIO Alternative KROQ/LOS ANGELES to feel connected, to be cool, and for a specific contest or ticket sale; they said they wanted information about concerts, events, and music news, but didn't want polls, listener comments, or other "fluff."



**"This next song is about putting your dreams on hold and doing whatever it takes to pay the rent."**

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Listeners also expect morning shows to have their own pages, and will decide "in a millisecond" if they will read a post.

SLACKER RADIO Senior Radio Program Manager MAT BATES joined HANSON for a chat about his company's offerings and who the service is reaching, while VALERIE GELLER offered tips about using social media for show prep. A panel on streaming strategies included ABACAST's MICHAEL DALFONZO, TUNEIN's KEVIN STRALEY, LIQUID COMPASS' TYLER BROOKFIELD, and CUMULUS/DETROIT's RON HARRELL, And ED SCHINDLER of DMR INTERACTIVE offered tips for effective digital marketing using various self-service platforms (like Facebook and Twitter). Closing the sessions, CHICAGO radio legend and current podcaster STEVE DAHL (joking to the audience, "man, you look bored as sh-t") gave a keynote interview, sitting down with HANSON to talk about his experience moving online and his podcast network, touting his creative freedom and discussing monetization ("subscription is really the only way that makes sense for someone like myself") and marketing (word-of-mouth).

The CONCLAVE's FRIDAY luncheon will honor JACOBS MEDIA CEO FRED JACOBS and INTEL AIRPLAYS CEO RICH MEYER with this year's ROCKWELL Awards. A career fair and the CONCLAVE Board of Directors' SUMMER meeting are scheduled to occupy the remainder of the afternoon.



**ALAN BURNS: WILL WIRELESS DATA CAPS SLOW THE GROWTH OF PANDORA?**

Alan Burns & Associates: "iHeart soaring, Pandora flattening?" That's the latest question from the consultancy's "Here She Comes" research series. Thursday's webinar from the Conclave in Minneapolis raised these bullet points: "iHeartRadio's awareness and usage is growing at a much faster rate than Pandora's" with the 2,000-plus women in the study who came AC and CHR. Senior VP Jeff Johnson says, "iHeart's awareness grew five times faster than Pandora's in the past year, and while Pandora usage increased 10 percentage points, iHeart's nearly doubled." There's a good moral to this story: "That shows the power of radio, when it's focused, to drive awareness of a new product."

Looking forward, Alan Burns believes data caps imposed by wireless carriers are going to slow down the joyride for wireless listening: "As Verizon and others move from unlimited to pay-per-minute buckets, it's going to attach a specific cost to listening to streaming music on your phone and/or in your car. We've seen in our data that very few women are willing to pay to listen. Radio over the air will still be free, and thus in an even better competitive position than it is now." These free Thursday webinars are presented by Triton Digital. Next week's session is a "Deep Dive into Top 40."

**JOBS**

Clear Channel Media + Entertainment has an open position for a part time Board Operator. Responsibilities include, but are not limited to: Experience running an on-air board; Consummate call screener, Web design savvy, Ability to book guests and execute performance thereof, Well organized in ability to research topics and partake in show prep for live shows, Extensive knowledge of digital audio editing, Ability to think clearly and take charge under pressure situations, Must be extremely personable and able to take direction well with commitment and attention to detail in every aspect of position, Applicants must possess a strong work ethic, be well-read, punctual, and be a team player. Please send resume, cover letter, and demos (power points, videos, audio samples) to <mailto:MPLSJJobs@clearchannel.com>. Subject line MUST read "PT Board Operator".

Clear Channel Media + Entertainment is currently hiring a PT Promotions Assistant! This part time position is ideal for people with an interest in promotions, public relations, special events, etc. Candidates will gain experience while working in a fun, fast paced environment. Must be outgoing, a self-starter, willing to work hard, and be available 26-29 hours per week - including nights and weekends. Must have a valid drivers license. If you have the above qualifications, please e-mail resume and cover letter. Subject line MUST read: PT Promotions Assistant. Send to: <mailto:mplsjobs@clearchannel.com>.

**Next week: More Learning Conference Reports from RADIO INK, RAMP, more!**

The logo for "The Learning Conference" features a hand holding a microphone, with a lightbulb glowing above the index finger. The text "The Learning Conference" is written in a blue, sans-serif font. To the right, the text "the Conclave July 2013 Minneapolis PLAN NOW! BUDGET NOW!" is written in white and blue. Below this, the text "Details coming at <http://www.theconclave.com>" is written in white.

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