

the
Conclave *Presents*

THE TATTLER

Since 1975

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TOM KAY RETIRES- SEARCH BEGINS FOR A NEW EXECUTIVE DIRECTOR

Tom Kay has announced his retirement from the position of Executive Director of the organization that he helped build and serve over the past 37 years, Tom's association with the Conclave began in 1976, when as Program Director of WJON/St. Cloud, Minnesota he became part of the organization's first Advisory Board. In 1979, he left radio to join Doug Lee Midwest Promotion in Minneapolis as a promotion associate and Conclave coordinator. In 1985, as the Conclave became a 501(c)3 non-profit organization, its Board of Directors named Tom Executive Director, a post he has held ever since. Said Tom, "I'm proud of what I've helped build for these 37 years, and feel uplifted that something I had a small hand in creating has had such a positive impact on an industry and the people in it. The time has come for a person with a fresh vision to step up and find the ways and means to turn the challenges facing our industry into soul-stirring opportunities, and continuing the mission of the Conclave to nurture, teach and inspire. I thank the Conclave Board, past and present, and the industry for having afforded me the privilege to serve the organization and radio for as long as I have. I look forward now to spending time with my ever-growing family and my newly retired wife. Forget it, Lou Gehrig...it's ME who's truly the luckiest man on the face of the earth!" Mark Bolke, Chairman of the Conclave Board of Directors, said of Tom's announcement, "The Conclave will be forever indebted to the vision and dedication to the mission of Tom Kay. Tom has been the torchbearer for the spark of an idea between industry professionals to what has become a nationally recognized organization for the benefit of current and future broadcasters. As we transition to a new era, we appreciate his continued guidance and mentorship of a new

Executive Director of the Conclave." Bolke commented on beginning the search for Tom's replacement search, "The Executive Director is the Chief Executive Officer of The Conclave. The Executive Director reports to the Board of Directors, and is responsible for the organization's consistent achievement of its mission and financial objectives. The successful candidate will be a high impact, dynamic and visionary leader. Through the Executive Director, The Conclave will carry an achievement oriented media culture based on continuous teaching/learning principles." Applicants must submit a cover letter including salary and benefit requirements and include a resume with at least three references. A detailed list of applicant requirements along with a complete Executive Director Job description describing the position and its responsibilities can be found at www.theconclave.com, and also in the JOBS section of this TATTLER. All applications must be submitted via email to: ExecutiveDirectorSearch@theconclave.com no later than September 21, 2012. Confidential recommendations of qualified individuals are also welcome. The Conclave is an Equal Opportunity Employer.

It isn't every day that a 37 year-old organization like the Conclave announces the retirement of the only Executive Director it has ever had. Such an action prompts many questions, the answers of which can only be provided by the subject of such an announcement. In that spirit, The TATTLER presents this exclusive interview with the (shy and) retiring Tom Kay.

THE TOM KAY INTERVIEW

The TATTLER is proud to present the following exclusive interview with Tom Kay, retiring Executive Director of the Conclave. Hello, Tom!

Well, it may be exclusive to you but yesterday RADIO INK's Ed Ryan interviewed me. He asked good questions. I doubt yours will be better.

Oh what the heck. Everybody knows I'm asking myself these damn questions because no one else works here at TATTLER Central.

Well, now you've spoiled the surprise! This was going to be the first time I carried on a conversation with myself since those therapy sessions a few years back. Can we get on with the interview, now?

Don't be so pushy. I don't need to talk to you, you know.



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Weren't you supposed to ultimately die, strapped to the Executive Director chair of the Conclave? You're actually retiring?

Yes. This is an actual retirement. I know that many people thought that this was a life sentence, and that I had somehow made myself ruler-for-life. But that wasn't ever true. I'm ultimately going to leave this office and let someone else hold the title and responsibilities of Conclave Executive Director. Not too many people in our industry get the opportunity to leave their profession on their own terms. I consider it a privilege for the Conclave to have allowed me to do so.

So, you're up and leaving the Conclave?

Leaving it as Executive Director? Yes. Leaving the organization? Not necessarily. I've told the Board that after a new ExDir was in place, I would be willing to help the Conclave in any way they'd like. Obviously, I'll be around to show the new person the ropes and what caused that stain on the carpet. After that, who knows? Maybe they'd want me to be part of the Board or Advisory Committee? The Conclave has been such an important and pervasive part of my life, it's probably not realistic to think I'd totally walk away. Hey, they might need someone to take lunch tickets next summer. If so, I'm the guy!

Are you going to miss it?

Probably more than I know.

How has your job changed from 1979 when you were given the keys to the kingdom from Doug Lee to the present day Conclave?

There's not enough space to answer that question. Our little band of radio advisors were simply trying to put together a conference for 1976. One year. One meeting. No dreams beyond that. By the time Doug hired me, we'd held 4 conferences and had begun a scholarship program. But until we formed up into a 501c3 organization, we still were a glorified garden club who met once a year. Remember, the Conclave was just a side venture we did at Doug Lee Midwest Promotion, and later when Doug left, at Main Street Marketing & Promotion. Things accelerated after 1985, though, and the staff of Main Street virtually became the staff of the Conclave with me wearing both the CEO's hat of Main Street and the ExDir hat of the Conclave. And we had some pretty wonderful folks working here. Like Jane Dyson, Denise Lutz, Lisa Nordmark, Chris Mozena. They've been the real heroes of the Conclave through the years (and Jane's still helping out, thank God!). They got stuff done. But we haven't had a staff of any sort for a while. People may not realize that the Conclave has only had a full time ExDir for the past 4 years.

Whatever happened to Main Street Marketing & Promotion?

It's still there on paper. Music Promotion was an appropriate professional partnering with the Conclave at one time. But for many reasons, not any more.

You take your marching orders from the Board of Directors? What's that like?

I don't think its any different than any other non-profit organization, although this is the only one I've ever worked for. While in my job description I answer to a Board, the reality is I work hand-in-hand with the Board Chair. In the history of the Conclave, we've only had 4 Board chairpersons: David Martin, Danno Wolkoff, Tim Kelly, and Mark Bolke – the current chair. I've considered each of them visionaries in their own right, and I've learned so, so much from each of them. Earlier, you asked about missing the job. I do know this. I WILL miss the day-to-day relationship and conversations with my chair. I'm not sure Mark feels the same way, though. He generally answers my calls with, "Okay...now what did you screw up??"

Did you accomplish what you wanted in your association with the Conclave?

Every time we bring the industry together to teach and learn, whether its at a Learning Conference or a webinar or a TalenTrak, we accomplish what the Conclave sets out to do. For me, personally, meeting and working with some of the industry's best and brightest still has me a bit spellbound. Who wouldn't want to say they hung with Bill Gavin, Bill Stewart, Larry King, Timothy Leary, Willie Nelson, Bob Costas, Keith Urban, Art Roberts, Chuck Blore, Stan Freberg, Mitch Albom. But the best part? They hung with Learning Conference attendees, too!

Any regrets?

A couple. I wish our TalenTrak series hadn't been put in mothballs. I thought it was an important outreach program for air talent that hopefully be can be rekindled at some point. I also wish I had been more successful in administering to our volunteer Board. I would have liked to have found more effective ways to communicate with and inspire the volunteers who are the true life-blood of the organization. But we've had folks fall away, and we weren't able to identify and nurture their replacements. I take responsibility for that failing.

What kind of person do you think will be replacing you?

Spring-boarding off the previous question, someone who will better be able to inspire volunteers will be important. In addition, when an organization has only employee, a masterful multi-tasker will be essential for the post. With the industry in a continual state of change, someone who understands and anticipates the changes – especially with regard to technology - will be valuable in this chair. This job would also benefit from someone who is as much at home in a conversation with corporate heads of broadcasting as they are drinking beers at a table full of overnight talents (those that are left, that is). Being adept at using the current tools of the trade – computers and the Internet – is essential. And the need for the ExDir to be a creative fundraiser is an absolute given.

Do you have any secret tips for someone wanting to apply?

Nothing more than I'd advise anyone seeking any job: know the organization with whom you're seeking the gig (in our case, there's lots of important information and history about the Conclave on our website), read the job requirements carefully to make sure you can articulate how you match them...and pay attention to include ALL that is asked for by the hiring organization in your application.

Where do you want the new Executive Director to take the Conclave?

To infinity and beyond! Oh, wait...that's Buzz Lightyear. Okay, I have some lofty aspirations for the new person, realizing I'm not the guy who'll be asked to hit these homeruns. I'd be thrilled if the new ExDir found a way to bring 750 paying customers to the next Learning Conference, selling out all our sponsoring opportunities in the process...create a successful giving/donation campaign for the Conclave (after all, we're a non-profit organization) for 2012-13...help Jay Philpott create and deliver 15-20 exciting new webinars in the next 12 months...find at least two more great scholarship schools to add to our current array, administering a scholarship program that attracts a couple hundred applicants...and give birth to a dynamic, interactive website that defines the new spirit and commitment of the Conclave to serve broadcasting like no other organization.

What's retirement going to be like?

I guess I'll find out, soon enough. I envision it to include more time for family, and to pursue some fun avocations I haven't had time to fully realize. Catch more baseball, professional and amateur (the Twins qualify for both). Coach my granddaughter's T-Ball team. Write a book. Hell, I might even READ a book. Catch up on some movies (I hear the Star Wars finale is something to behold!). Some travel, maybe. Volunteering for worthwhile causes. Perhaps stump for some favored political actions. Maybe consult anyone silly enough to think I might actually know something about the business I'm retiring from!

This conversation has been enlightening. I never knew all these things about me. Now I think I get this retirement thing. Thanks, Tom.

*No problem.
See you at home.*

The **Notre Dame IMG Radio Network** has suspended analyst **Allen Pinkett** for three games for reporting that the school needs to add more 'bad citizens' and 'a couple of criminals' to the team in order to succeed. Pinkett made the comments on WSCR-AM/Chicago.

The City Council of Southfield, MI has given **CBS Radio** a significant tax break, allowing the company to consolidate all its Detroit stations into a single new facility in the Detroit suburb. The move, enabled by a \$73,000 five-year personal property tax abatement, was approved in a 6-1 vote.

Clear Channel Adult Hits WHLK (106.5 The Lake)/Cleveland has named **Erin Daniels** the winner of its "The Lake's Day Off," contest. The listener won a chance to run the radio station, renamed ERIN 106.5- effective for one day, tomorrow (9/7).

NRG Media Country KFGE (Froggy 98)/Lincoln, NE MD/afternoon personality **James Pond** has exited to join crosstown rival, **Three Eagles Communication** KZKX/Lincoln for PD/afternoon duties.

Show Dog-Universal Music has named **Tom Baldrice**, most recently President of Average Joe's Entertainment, as VP/Promotion and Radio Marketing.

Clear Channel Country KSD (93.7 The Bull)/St. Louis has hired **Annie Joy Henderson** for nights.

Entercom Hot AC WZPL (Z99.5)/Indianapolis has officially upped Imaging Dir. and Interim APD **Hunter** to the official APD, effective immediately.

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>.



TATTLER Jobs

The Conclave is seeking its next **Executive Director**. The Executive Director reports to the Conclave's Board of Directors, and is responsible for the organization's consistent achievement of its mission and financial objectives. The successful candidate will be a high impact, dynamic and visionary leader. Through the Executive Director, The Conclave will carry an achievement oriented media culture based on continuous teaching/learning principles."

Duties of the Executive Director position include: Manage The Conclave organization to achieve the goals of continuing education and scholarship donations, Formulate and execute major policies and programs to assure success and future growth, Execute the strategic and tactical plans of The Conclave, Recommend and manage annual budget, Protect the organization's 501 c3 non-profit status, Prepare and file all legal and IRS documents relating to The Conclave, Act as the organization's chief fundraiser, Identify and complete grant applications, Create and sell advertising opportunities within the organization, Solicit donations from patrons in and out of the broadcast industry, Manage the organization to create educational content and conferences, Contribute to and coordinate with all committees to present the Summer Learning Conference and other Conclave events, Coordinate the publishing of educational content on The Conclave media channels, Represent The Conclave within the media industry, Develop and maintain excellent relationships with members of the industry.

To be considered for this position, applicants should possess the following skills and requirements:

Education: Bachelor's Degree or equivalent work experience.
Experience: 7-10 years of broadcast or organizational leadership preferred. Budgeting and P&L, Sales, Fundraising or non-profit experience helpful. Skills: The ideal candidate will be highly organized, possess great attention to detail and have strong communication skills both verbal and written. Computer proficiency with MS Office; Word, Excel, and PowerPoint. Experience with website applications helpful. Experience with social media platforms such as Facebook and Twitter and how to use them as marketing tools is strongly desired.

Required Application Materials: Cover letter including salary and benefit requirements. Resume including at least three references.

Application Deadline: September 21, 2012

All applications must be submitted via email to: ExecutiveDirectorSearch@theconclave.com. Confidential recommendations of qualified individuals are also welcome.

NRG Media-Omaha, owner of seven unique brands including Q98.5FM KQKQ-FM, Power 106.9 KOPW-FM, The Big O 101.9 KOOO-FM, 1620 The ZONE KOZN-AM, The ZONE 2 KZOT-AM, The Mighty 1290 KOIL-AM, and La Nueva KMMQ-AM has an immediate opening for an experienced Operations Manager with format relevant background in music, news/talk and sports. NRG Media-Omaha is home to some of the metro's top rated radio stations and is currently ranked in the top tier of its demo targets. This operation is one of the best in the Heartland and if you have what it takes to lead from the frontlines of these seven distinct brands, we want to talk with you today! NRG Media-Omaha seeks an OM who can effectively maximize a full complement of station brands and on-air talent to ensure consistent ratings performance providing for a complete and thorough understanding of the company's cluster assets through Local Brand, Broadcast Signal, Website, Internet-Radio / Stream, Database / Direct Relationships with Audience. In addition, hiring great talent is critical to the success of the operations department and will require the ability to lead the team and effectively convey your vision for success, regardless of the platform. This individual must create a vision for how the product is used (and can be used) by the audience, as well as how sponsors and promotional partners can use the product. This person will manage personnel engaged in departments such as promotions, programming, and engineering; conduct regular talent brainstorm sessions, and oversee and approve brand meeting agendas. If you have what it takes to join a progressive leadership team that gets things done, submit your resume and career highlights today to **Judy Polacek**, jpolacek@nrgmedia.com

102.5 KDWZ has a rare full-time opening for evenings in an area that has 4 colleges. We need the next superstar to step up and seize this opportunity. This is a live shift and the right person must know how to relate and interact to the audience on all levels. KDWZ is not your typical Top 40. We are personality driven. If you can be creative, fresh and local every break, you could make the cut. The job may also include a direct role in writing station imaging, planning/executing major station promotions, public appearances and working with our Interactive Department. KDWZ is owned by **Midwest Communications**; a privately run company dedicated to serving the public with an awesome product. You will work in one of the finest broadcast facilities in the nation with a 100kw signal that covers an enormous region. KDWZ has a tradition of winning so a positive attitude and passion for the product is a must. Email your air check, resume and cover letter to: mark.fleischer@mwcradio.com or mail to KDWZ, Attn: **Mark Fleischer**, Brand Manager, 11 East Superior Street, Duluth, MN 55802

Chadrad Communications, Inc. has an opening for News Director. Duties include, but not limited to, collecting local news, presenting news on-air, writing and maintaining news on chadrad.com. Will be required to work weekends. Need to have energy and focus. Qualifications: At least six months experience preferred. Good writing skills for radio and on-line. Valid driver's license Pleasant on air presentation. Send resume and air check to accounting@chadrad.com or mail to 226 Bordeaux St. Chadron, NE 69337, Attn: **Sara Taylor**. Please include references.

KDAL 610AM Radio, The News and Talk Authority in Duluth, Minnesota has an immediate opening for a part-time News Anchor/Reporter. We are expanding our news operation and are looking for a solid newsperson with a passion for what is happening in the community. This individual may anchor newscasts, report, gather, write and voice news stories under deadline in a live or recorded setting and generate story ideas. This person may have the opportunity to interact with hosts on local talk shows. The right individual would be required to work weekends and a good driving record is a must. Prefer experience of 1-2 years but we would be willing to train the right individual. You'll be joining a great team dedicated to local news. Email your MP3, cover letter and resume to: **Susan Nash**, KDAL-AM Radio, 11 East Superior Street, Suite 380, Duluth, MN 55802 or email to susan.nash@mwcradio.com

Jacobs Media station seeks Program Director with record of experience and success. A stand-out large-market APD with very strong experience

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and solid skill-set may be considered. Where: Can't say, that's why *we* are posting the ad. Great situation at a strong, smart radio company dedicated to Programming and growth. How: Show us a record of experience and growth. Demonstrate a broad view of operations (Prog, Digital, Sales, Mktg). Prove you have a solid knowledge-base re: PPM, Social / Digital Media, Strategic Thinking (interpreting / implementing research), and Building / Managing a Team. Send: Contact info, station stream link, any helpful MP3 audio, social site links, the standard name-dropping references, and anything else that makes your case to this address: jobs@jacobsmedia.com

NRG Media-Lincoln, NE is seeking a talent Brand Manager/On-Air talent to lead WOW 105.3FM in this new era of content connectivity and brand innovation. Success in this position will entail: Active involvement in the design and review of all manifestations of the Classic Hits WOW 105.3fm brand home of the Bob and Tom Morning Show, Thorough understanding of the station and cluster assets:, Local Brand , Broadcast Signal, Website, Internet-Radio / Stream, Database / Direct Relationships with Audience, ...and the ability to produce relevant content that informs, entertains, inspires, and connects. Monitor the on-air and online audio streams, and act as the quality-control leader., This position holds the overall responsibility for the planning and execution of external marketing and promotion., Understanding of online marketing and analytics/metrics., Accountability for the product, including but not limited to, brand parameters / brand mapping, local outreach, and quality of interaction between brand and consumers., Team Leadership – able to create a vision for how your product is used by the audience and advertisers, Understand mobile marketing and text messaging initiatives, and how to utilize them to grow audience and create new revenue opportunities., Hire creative and smart people, and find ways to support their efforts., This person should have BASIC HTML skills, and an understanding of technology. , Entertaining on-air personality that will go beyond the artist and title. To apply, please submit résumé and references to **Steve Albertsen**, Broadcast House Operations Manager, 4343 "O" Street, Lincoln, NE 68510 or email to salbertsen@broadcasthouse.com. Please send audio samples of your best work for consideration.

PD needed at Omaha's Radio Lobo. Powerhouse Regional Mexican FM needs talented leader with proven programming smarts, coaching & leadership skills, creativity, team-first approach and customer focus. Great station, market, company & team; are you the right leader? Send resume & on-air demo to jimm@connoisseuromaha.com.

Top rated Channel 94-1 Omaha's Number 1 Hit Music Station a Journal Broadcast Group station is looking for an energetic, engaging, "personality" for our radio station. Great on-air, solid production, have strong ability to interact with listeners on-air and on location, and social media skills are all a "must." Must have a minimum of 3 years experience. All applications must include and audio demo and resume. Please include "Afternoons on Channel" in the subject line. Send to **Mark Todd** at mtodd@jrn.com or send to 10714 Mockingbird Drive, Omaha, Ne. 68127.

NRG Media, 1077 The Island, in Grand Island, Nebraska is on the hunt for a new Morning show talent. We're looking for someone with a personality and passion for great local radio. Can you relate to Adults 25-54? We're a FUN Adult Hits with a heartbeat!! We are looking to fill this position quickly... We are looking for a fun energetic morning show that can get involved in the community. Assisting with appearances, promotions, production, web content, and general station events. Web Master and VT skill a big plus. If you think you are the right fit, email **Jim Cartwright** OM your mp3 file and resume to: jcartwright@nrgmedia.com

Midwest Communications in Duluth, MN is looking for a Morning Show Co-Host for their 100,000 watt FM country station, 98.9 KTCO. The perfect candidate will have two plus years' experience with country radio and hosting/co-hosting a Morning Show. The candidate we are looking

for will have great production and imaging skills, a passion for country music, a love for public appearances, a GREAT attitude and an undying lust for winning! We're not looking for a laugh-box or a side-kick; the ideal person will be a contributing factor to the show in all aspects; from collecting bits to helping secure interviews and more! We're looking for a Facebook junkie who Tweets, and who can relate, through Social Media, with our already solid listening audience. If you enjoy Blogging and spending time promoting online; we'd like to hear from you! If this job description describes you please E-mail materials TODAY to mark.evans@mwcradio.com or mail to Midwest Communications, Inc., Attn: **Mark Evans**, KTCO Brand Manager 11 E. Superior Street, Duluth, MN. 55802

Midwest Communications, WJXQ, WLMI, WQTX and WVIC, has an immediate opening for an administrative assistant for our sales and content creation teams. This person will work in our Holt, Michigan office. We are looking for an individual with excellent interpersonal skills, systems and organizational skills. Direct customer service, creative writing and presentation creation skills are preferred. This work requires strong written and oral communication skills. We need someone who is proficient with Word, Excel, PowerPoint and has a passion for detail. The ability to be flexible and dependable is a must! We are in the 24 hour broadcasting business and work hours may sometimes be outside of regular business hours. If you feel this position is right for you, please send your resume TODAY with references and salary requirements to mike.klein@mwcradio.com or fax to 517-699-1880 or mail **Mike Klein**, Director Of Sales, 2495 Cedar Street, Holt, MI 48842

The Radio Group/LaSalle-Peru, IL is accepting applications for the position of News Reporter/Announcer. Successful candidate will cover news events, write news stories, arrange news stories for broadcast, and deliver the news on-air. Additionally, candidate will post news stories on stations' websites and occasionally host on-air shows. Email resume, writing sample, and mp3 to employment@theradiogroup.net

Topeka's #1 radio station has a RARE opportunity for a General Sales Manager to join our team. We are looking for a skilled GSM who can take our heritage station to the next level. We need someone who knows how to work with senior account executives and who also knows how to train and motivate the next level of sales achievers. We're looking for someone who can further maximize our inventory and generate sales ideas!! In radio's ever changing environment, Country Legends stands out: Our morning and midday personalities have been with the station for 17 to 30 years. Our senior sales team members have been with the company for 10 to 15 years. Our General Manager has been with the station for more than 10 years. The station is locally owned and operated, so decisions are made here quickly and without red tape. Another important aspect that makes our station special is our community involvement. Our team just raised \$96,000 for the Children's Miracle Network. The ideal candidate will have the following experience and qualities: 3-5 years radio/advertising sales management experience, Experience creating and selling NTR, promotional events and digital properties, Ability to coach, motivate and attain sales goals, Ability to teach sales methodology in weekly sales meetings, Ability to fit in and work with an experienced staff, Inventory management and maximization, Proficiency in TapScan, Excel, PowerPoint, Country Legends Offers: Excellent facilities, skilled team members, a strong reputation, health insurance and a generous compensation package to the right person. Please respond TODAY to **Jim Allan** at jallangm@countrylegends1069fm.com. Phone interviews will begin immediately. All inquiries are held in strictest confidence. Country Legends 106.9, 1210 SW Executive Drive, Topeka, KS 66615

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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