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**Conclave** Presents

# THE TATTLER

Since 1975

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Recipients of the 2012 **National Association of Broadcasters** Marconi Radio Awards were announced last week at the annual NAB Radio Show in Dallas. Carrying the name of radio's inventor, the NAB Marconi Radio Awards are given to radio stations and outstanding on-air personalities to recognize excellence in the medium. You'll recognize many winners as your Conclave friends and neighbors (including FOUR from the **Hubbard Broadcasting** camp!). This year's recipients are: Legendary Station – KSTP-FM/ St. Paul; Network/Syndicated Personality – **Dan Patrick, Direct TV/Premiere Networks**; Major Market Station – WTOP-FM/ Washington, DC; Large Market Station – KSON-FM/ San Diego; Medium Market Station -, WHO-AM/ Des Moines; Small Market Station – WVAQ-FM/ Morgantown, WV; Major Market Personality – **Mike Francesa**, WFAN/ New York; Large Market Personality – **Moon and Staci**, KSTP-FM/ St. Paul; Medium Market Personality – **Jan Mickelson**, WHO-AM/ Des Moines; AC Station – WBEB-FM/ Philadelphia; CHR Station – KIIS-FM/ Los Angeles; Country Station – WYCD-FM/ Detroit; News/Talk Station – WTOP-FM/ Washington, DC; Oldies Station – WOGL-FM/ Philadelphia; Religious Station – KLTY-FM/ Dallas; Rock Station – KINK-FM/ Portland; Spanish Station – KMKV-FM/ Dallas; Sports Station – WEEI-FM/ Boston; Urban Station – WBLN-FM/ New York. Congrats to all!

Late last week, several members of Congress suggested legislation that could effectively level the royalty playing field for Internet radio stations by requiring the Copyright Royalty Board use the same standard for setting rates for paying artists as it does for cable and satellite radio, which pay a much lower rate. The Internet Radio Fairness Act was introduced in the House by Reps. **Jason Chaffetz** (R-Utah) and **Jared Polis** (D-Colorado), and in the Senate by **Ron Wyden** (D-Oregon). Said Chaffetz, "Congress enacted the royalty rate standard for Internet radio 14 years ago, when Internet radio was barely a concept.

This bipartisan legislation levels the playing field for Internet radio services by putting them under the same market-based standard used to establish rates for other digital services, including cable and satellite radio. It's well past time to stop discriminating against Internet radio." Wyden told The National Journal that the legislation "puts Internet Radio on an even plane with its competitors, and allows the music marketplace to evolve and to expand—which will ultimately benefit artists and the Internet economy." Response from the industry came quickly as the Consumer Electronics Association (which counts Pandora, who had been espousing such legislation in the past) endorsed the proposed legislation. **Michael Petricone**, SVP of Government and Regulatory Affairs at the CEA said, "The changes proposed by the Internet Radio Fairness Act are simple and long overdue. They will drive innovation, investment and jobs, not just in Internet radio but also in the hardware used to access Internet services. They will benefit consumers by enabling exciting new digital music services and technologies. Finally, they will benefit artists by creating a vibrant online music ecosystem that compensates artists and performers. We urge the House and Senate to pass the Internet Radio Fairness Act as quickly as possible." In spite of being busy in Dallas, the NAB gave its blessing as well. In a release from the radio organization, it said the "NAB appreciates the leadership of Reps. **Chaffetz** and **Polis** and Sen. **Wyden** and strongly supports legislative efforts to establish fair webcast streaming rates. NAB will work with the bill's sponsors and all interested parties to create broadcast radio streaming rates that promote new distribution platforms and new revenue streams that foster the future growth of music." *COMMENT: Hmm...looks like we may be getting somewhere in the great game of royalty-chasing. While we're not sure anything here directly helps the terrestrial radio piece of royalty legislation, the fact that streaming could very well be positively impacted by the Internet Fairness Act should be seen as a step in the right direction. – TK*

Today (9/27), **The Conclave** kicked off its FIFTH season of webinars for the radio and digital media industries with our 67th presentation: "THE RULES OF RADIO #4" with broadcast attorney **Gregg Skall of Womble, Carlyle, Sandridge & Rice**. The content of this webinar reviewed important rules and regulations that every licensed broadcaster must know. Also covered - the concepts of sponsorship issues including sponsor ID rules, product placement, payola/plugola, and candidate/issue advertising liability. A recording of this important webinar is now available for just \$9.99. Log onto <http://www.theconclave.com> for details!



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# The Learning Conference

## ATTENTION - PAST LEARNING CONFERENCE ATTENDEES!

If you've attended a Learning Conference in the past 3 years but did not attend in 2012, you're being sent an invitation to participate in a 'past attendees' survey conducted by Coleman Insights. Please take the time to visit the survey link, and complete the questionnaire. Your opinion will help us build a better Conclave Learning Conference. Please respond by tomorrow, September 28th! THANK YOU!

Tale of two research projects? Last week, **Alan Burns And Associates** and **Triton Digital** released the results of a national poll of over 40,000 consumers at last week's Radio Show produced by the RAB and NAB. The study found: Radio is the medium that energizes & relaxes listeners...TV features ads you can skip...Internet services are informative and connect consumers to other people...Newspapers suck...Radio isn't a first choice for those under 35...Folks want a cell phone chip...Internet access in autos hasn't become a majority choice...Ad agency employees don't personally prefer radio...Ad agencies as businesses like radio...consumers would prefer to lose Facebook over their favorite radio station. Said Alan Burns, a 2012 Conclave faculty member, "Radio's future is not in the hands of PANDORA or any other technology — it's squarely in the hands of consumers, who will react to what we give, or fail to give, them. Thus ultimately Radio's future is in Radio's hands." Meanwhile, a **Rasmussen** survey of 1,000 American adults showed radio a very distant third among media as the source for news for respondents. The telephone survey had the Internet leading as the "best way to get news and information in today's world," pulling 40%, with television second at 37%. Radio was the pick of just 9%, ahead of print newspapers at 7%. *COMMENT: Does the public think radio is good/bad/indifferent? I guess it's just a matter of who you ask. Although we tend to think 40,000 people might give a more accurate reflection than 1,000. Just sayin' - TK*

A question asked at July's **Conclave Learning Conference** — What is the impact of PPM upon smaller formats? — had one radio executive at last week's Radio Show offering an answer. Said **Radiate Media** affiliate relations GM **Dave Van Dyke**. "(PPM) has adjusted the way programmers view radio and the ways owners view what kind of formats are available. Ultimately, the listener is the loser." According to Radio-Info.com, the former VP/GM of KCBS-FM, Los Angeles and WODS, Boston maintains the industry is forcing listeners to go elsewhere for certain formats. "Frankly, that is startling," Van Dyke declares. "It does not generate much reaction because this is what we have to live with. When a number of radio formats are out-of-favor though and you have mass-appeal, come-focused formats such as CHR, classic hits, and hot AC among others, you wind up with several similar formats in a market." Some would question the necessity or wisdom of that sort of a development, while others could quarrel by retorting listeners actually have more of a choice. Audiences for formats such as smooth jazz, classical, and even adult alternative on the younger side might not rack up mega-cume

numbers but Van Dyke contends enthusiasm for those formats is extremely high. "That is why they survived under the diary methodology. Diaries represent and reflect passion in a much better way. It is somewhat shocking how people really listen to the radio. That is driving this decision to use PPM and to impact the potential capability of listeners to enjoy our medium. In essence, we are driving listeners away because of PPM." Large-cume formats tend to perform quite well with PPM, since as Van Dyke comments, "It is a come-measuring device and that is what fuels listenership metrics. Radio formats that are focused on a more refined audience — whether it is adult alternative, classical, or smooth jazz — were happy to exist with two shares in a diary world but basically do not exist with one shares." *COMMENT: Years ago, one of the most popular Conclave keynoters in its history, Stan Freberg, asked — through an advertising campaign encouraging radio listening, "Who Listens To The Radio?" His answer, "Everyone." Van Dyke suggests that radio, now operating under the impact of PPM, might want to consider a campaign with a slightly different slogan — "Radio — It's Not For Everyone." - TK*



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Earlier this week, **Hubbard/St. Louis'** country 92.3 WIL and WARH (106.5 The Arch) announced the local St. Louis area winners of the **U.S. Bank** "Your Business is Unique to US" program. The campaign represents an effort supporting small businesses and not-for-profit organizations across the country. The overall St. Louis business winner is **Joanie's Pizzeria**. They will receive a \$5,000 advertising package to promote their business on the Hubbard outlets, courtesy of U.S. Bank. In addition, it will award a 1 ½ minute video that will air on the WIL and ARCH websites. Finally, Joanie's received a companion \$5,000 advertising package to donate to their favorite charity – which happens to be the Missouri Chapter of the **Children's Heart Foundation**.

According to [chicagoradioandmedia.com](http://chicagoradioandmedia.com), Merlin Media has laid off several more staff still left at the company's failed FM News experiment, WIQI/Chicago. At least seven more of the few remaining WIQI survivors have been cut loose. The site reports that "only three former on-air staffers remain employed in some capacity by Merlin Media: **Rob Hart, Mary Ellen Giest and John Czahor**. Only two non-on-air staffers remain: **Christine Fiedler and Lindsey Reiser**." The Chicago media blog estimates that less than five of the original 46 FM News 101 employees originally hired by former Merlin VP of Interactive & Programming **Andy Friedman** now remain aboard. Friedman himself was also downsized in July, along with 25 or so fellow staffers. Note: these changes *do not* affect Merlin's other Chicago properties, Classic Rock WLUP (97.9 The Loop) or Alternative WKQX (Q87.7). Although Chicago media critic Robert Feder, Merlin is "actively seeking buyers" for its Chicago properties. Stay tuned.

**Emmis** has flipped its newly-acquired WSDM-FM/Brazil-Terre Haute, IN from a simulcast of Sports WSDX-AM to Adult Hits as WFNB, "92.9 BOB FM." Emmis is operating the stations under an LMA while awaiting approval and closing of the purchase.

Sports host **Jeff Falconio** has been named co-host of **Journal Talk** WTMJ-AM/Milwaukee's weeknight "Sports Central" show. Falconio, who will co-host with **Greg Matzek**, replaces **Trenni Kusnierek**, who recently left to join **Comcast Sportsnet Boston**.

**Cumulus** Oldies WLS-FM/Chicago APD **Jeff Andrews** has been appointed to the PD/afternoon post at sister Top 40 KCHZ (95.7 The Vibe)/Kansas City. He'll replacing **Maurice Devoe** who transferred to sister Top 40 KLIF (i93)/Dallas.

Longtime **Cumulus** Media AC WMEZ/Pensacola PD and air talent **Kevin Peterson** has been named OM for the Cumulus cluster of stations in Pensacola. Peterson remains PD of WMEZ.

**Birach Broadcasting** Sports WCAR (ESPN)/Detroit has appointed veteran Detroit personality **Mark Wilson** as OM/PD/nights host.

**Larry Pearson** ("Uncle Larry") rejoins Triple A station 95-3 KPND, 30 years after his very first radio gig there in Sandpoint. Uncle Larry will handle afternoons and imaging for the station. Uncle Larry has worked previously at many of the Spokane stations including: 92.9 KREM FM, KEZE FM (Rock 106), KAEP FM (105.7 The Peak), KHTQ FM (Rock 94-1/2), 98-9 KKZX FM and 99.9 KXLY FM (Spokane's River).

Congrats to **Nextmedia** AC WZSR (STAR 105.5)/Crystal Lake-Chicago PD and **AOL Radio** MD **RYAN WILD** and his wife **Sandy** on the birth of their second child, **Bailey** - born on September 11<sup>th</sup>.

*The TATTLER is an aggregator of industry news and views about the participants in all the events and activities of the non-profit Conclave. The opinions expressed on these pages do not necessarily reflect the views of the Conclave Board and/or Conclave sponsors. Differing opinions are welcome. Email: <mailto:tomk@theconclave.com>*



*Def Slug was a very dark band.*



**Want to be a Station Owner?** Here's the deal: A small market broadcaster has built a wonderful collection of properties, including AM/FM Radio, LPTV, a successful commercial production house and a public access channel for local government. He and his wife (who is also involved in the company's operations) are looking down the road and would like to begin spending more time doing less! Their dream is to find someone who will allow them to do just that, with the eventual goal to enable this new person to actually buy the operation. Certainly a "dream come true" for many. To add to the fairy-tale nature of this story, their properties are located in a beautiful town, the county seat, a place with real tourist destinations. The surrounding countryside is famous for a wide variety of outdoor activities, including camping, canoeing, fishing, hunting, climbing and birding. It is a great place to live and raise a family and is within driving distance of a world-class university. The person this couple seeks will take over the sales management of the operation (and certainly be involved in the selling process themselves.) The plan is for this to grow to be a "General Manager in training" position. You can make a fine income, and operate properties that are important to the market. Because of that importance, you and your ideas for the community will be important, too. Understand, the sale wouldn't come right away; this is a long-term commitment by both the current owners and the person they seek. However, for those who believed that consolidation had ended their dreams of station ownership, this is a chance that will rekindle those hopes. They're looking for a well-rounded broadcaster, especially one that can help build their growing on-line presence. Excited? Well, let's get the ball rolling. Here's what you need to do: E-mail a resume and a cover letter (neither of which should be longer than two pages!) Be sure to include all your contact information. We don't need your references yet. We promise that we'll be back to you within a few weeks.

Respond to: <mailto:futureowner2012@gmail.com>. Great luck to you; for a select few, this could be the answer to a life long dream.

**Neuhoff Media Decatur** is currently accepting applications for a full time News Anchor/Writer position with our company. Prior Broadcast experience is required. You must be able to work a flexible schedule, (mornings, evening, weekends) be prompt and on-time, have strong local news writing skills and a desire to deliver great LOCAL news every single day. Professionalism is a must! Please submit your resume to **Jeff Daly**, Operations Manager Neuhoff Media Decatur. 250 N. Water St. Ste. 100, Decatur, Il. 62523. Or by email to [jeffdaly@neuhoffmedia.com](mailto:jeffdaly@neuhoffmedia.com).

News Radio 700 WLW in Cincinnati is looking for a full time news anchor-web reporter. You must be able to write several newscasts an hour and produce stories for the web site. A passion for news is required. You must also have a conversational and creative writing style and delivery. Send resumes and audio to [jeffhenderson@clearchannel.com](mailto:jeffhenderson@clearchannel.com) or **Jeff Henderson**-News Director 700 WLW, 8044 Montgomery Road Suite 650, Cincinnati, OH 45236

NewsRadio 700 WLW in Cincinnati is looking for a part time news anchor/web reporter. You must be able to produce several newscasts each hour and produce stories for the web site. Send resume and audio to [jeffhenderson@clearchannel.com](mailto:jeffhenderson@clearchannel.com) or **Jeff Henderson**-News Director 700 WLW, 8044 Montgomery Road Suite 650, Cincinnati, OH 45236

Open position: Writer/Producer for **Crawford Broadcasting Company's** Detroit Radio Group: WMUZ/WEXL/WRDT. Job description: Write, produce, voice commercials for direct retail clients. Write and produce promotional announcements, liners, imaging for station(s). Work in concert with Account Executive to develop results producing ad campaign for our clients. Position requires direct contact with clients and prospective clients. The person hired will become familiar with our proprietary process for securing and developing long-term advertising campaigns, and be required to know, understand and properly execute it in his/her role as a Writer/Producer. Applicant requirements: The ideal candidate will have demonstrable commercial writing skills, audio production skills, talent for voice work, and interpersonal skills. This position requires a certain level of "sales" skill, in the sense that our Writer-Producers work directly with our clients, and don't depend entirely on an intermediary such as a sales rep or account executive. College degrees and/or vocational training helpful, but not required. Candidates should send resume, commercial copy and production/voice demos preferably via email to [frank@wmuz.com](mailto:frank@wmuz.com), or by posting to the radio stations' Websites (<http://www.wmuz.com>, <http://www.wexl1340.com>, <http://www.wrds560.com>); navigate to "Employment" page).

**Simmons Multimedia's** 100 thousand watt Hot Country outlet Maverick 105 at Langdon, ND has a rare opening for an APD/PM Drive host. If you love the music, have great phone skills and want to work for a company that will let you take some risks and hone your craft, this would be a great opportunity for you. Duties include daily copy/production chores and depending upon your desire to learn and grow the chance to work with our OM on various programming projects. You should have a minimum of 6-12 months previous commercial on-air experience, possess a valid driver's license and passport. The passport is required because we also have studios in Morden, MB and you will need to be able to make appearances at station promotions north of the border. To get a feel about our company, click on our web portal at [www.myborderland.com](http://www.myborderland.com) To apply, send your materials to: [simmonshr@utma.com](mailto:simmonshr@utma.com) Deadline for applications is 10/4/2012.

NewsTalk 1370 WSPD/Toledo seeks a general assignment reporter/anchor. Three years professional experience desired; college degree preferred. Our ideal candidate is able to generate news stories, self-assign and recognizes that radio news is more than fires, accidents and murders. Must be proficient with news software including posting stories to our website and audio editing. We want to hear stories and newscasts you wrote — not you reading wire copy. Send audio and resume to: [wspdproducers@gmail.com](mailto:wspdproducers@gmail.com).

**Midwest Communications** has an immediate opening for a General Sales Manager for top -rated 95.5 WIFC located in Wausau, WI. This position requires a proven track record and a track record for continuous growth. We are looking for an individual with prior management and sales experience with the ability to lead people. We need someone who can recruit and train the very best people and who can listen, coach, and provide feedback to motivate our talented, growing sales staff. We need someone who is an IDEA GENERATOR who will provide our Marketing Consultants with a multitude of revenue creating ideas. We need a coach who is ready to hit the streets with our team members and coach in the field. We need a coach who likes to make money and have FUN doing it...we work hard and we play hard. We offer a challenging position on a strategic management TEAM who never say die, some of the best training in the industry, competitive salary and bonus structure, a full benefits package and unlimited opportunity for the right individual! If you're ready to work hard and play hard on a winning team, send your resume via e-mail to [brett.lucht@mwcradio.com](mailto:brett.lucht@mwcradio.com) or fax it to (715)

848-3158 or mail to **Brett Lucht**, Market Manager, Midwest Communications, 557 Scott Street, Wausau, WI 54403.

Wanted: Host for *KKMS/Minneapolis Live!* Radio Program and assist in the day-to-day operations of KKMS and execute job functions critical to the nature of successful broadcasting Responsibilities - Host Daily show 4p-6p, Research guest contact info enter in database, Setup and execute remote broadcasts, Setup and engineer audio at station events, Perform other production duties as assigned, Be on call to respond to station emergencies, Implement programming decisions by the Operations Manager as needed, Perform additional duties and special projects as required by the Operations Manager. Competencies/ Requirements - Experience in broadcast media (both on-air and production), Excellent written and oral skills, Professional appearance and demeanor, Organized and able to manage multiple tasks and projects effectively., Outgoing, enthusiastic personality that is conducive to rapport building with internal staff and external community, Computer skills, including ENCO Automation, Adobe Audition, Windows Networking and Microsoft Office applications, Goal/achievement oriented and open to learning, development and growth. Compensation- Commensurate with experience. Resume and work samples to Salem/Twin Cities, 2110 Cliff Road, Eagan, MN 55122.

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.



"And next up on the auction block is a rare bug that was smashed by Jimi Hendrix."

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