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**Conclave** Presents

# THE TATTLE

Since 1975

Publisher/Editor: Tom Kay

Cartoons Suggested by Lenny Bronstein & Jay Philpott

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While next May seems far off, planning for it now could produce a dividend for your station. **Jacobs Media** presents the findings of *TECHSURVEY9* exclusively at the **Worldwide Radio Summit** in LA on MAY 3rd. *TECHSURVEY9* is a national web poll about media and technology utilizing radio station databases. All formats are involved, creating the largest research study ever conducted for radio. It was a breakthrough study that has been presented to thousands of broadcasters throughout the U.S., Canada and the world. It was the focus of a Conclave Webinar, and was well referenced at last summer's Learning Conference during the **Jacobs Media Summer School**. *The TATTLE* sat down with Fred Jacobs this week, while he recounted its importance and why any/all stations should consider participation. He said the study would track the following: Traditional media usage (TV, radio). New and social media (YouTube, Facebook, Twitter, Pinterest, etc.). Gadgets (smartphones, tablets, etc.), Station-related activities. Best content for Facebook pages, streaming, website, and podcasting. The impact of Pandora. Your listener's use of social media, Listeners knowledge and use of apps. And more. Fred told *All Access*, "We will also be looking at whether market size and geography are difference-makers in how listeners use new media and gadgets. Other new areas include multi-screen media habits, mobile device usage and its impact on media, and how consumers are multi-tasking and how radio fits in. He added, "The goal of this study is to provide radio with a media usage hierarchy to help stations better prioritize where they commit their money, staff and resources. Our Media Usage Pyramids for local stations, the 12 formats, and total audience (below) are hanging up in hundreds of cubicles, offices, and air studios throughout the U.S. and Canada. This is information that every programmer and manager should have to best meet the challenges and benefit from the opportunities of new media and technology." Any station, cluster, or company can participate in *TECHSURVEY9*. A station can use the sign-up form found at

<http://www.jacobsmedia.com/techsurvey9/> and fill it out for each radio station participating. For groups, contact **Lisa Riker** directly via email or call her at (248) 353-9030 for discount information. There is a small participation fee for local station data. Jacobs will survey your database (up to 600 completed interviews). You'll receive your local market data, the total survey data, your format data, and your station's media usage pyramid. You will also be able to participate in a free participants-only webinar that reviews the key findings this spring. Anyone from your station is eligible to attend. Here's the price list per station: Top 20 markets: \$500 - Markets 21-50: \$400 - Markets 51+: \$300. If you elect to not pay the fee, you may still participate in the study. While you will not receive local data or a media usage pyramid for your station, you will be provided with an infographic that summarizes the survey's key national findings, as well as participation in the webinar. For information about registration for the WWRS, click on <http://www.allaccess.com>.

In anticipation of the TV version of the movie " Fargo ", **Midwest Communications** Top 40 WDAY (Y94)/ Fargo has helped create a saga the **Coen** brothers would be proud of. Here's the story. A listener called in complaining about the city putting up deer crossing signs in high-traffic areas. The caller failed to grasp that the signs aren't for deer— but for drivers to be warned they're in an area likely to be populated by deer crossing a roadway. The caller told the station's morning show, "I've even seen [the signs] on the interstate... Why are we encouraging deer to cross at the interstate? It seems to me that it's so irresponsible of us to allow these deer crossings to be in an area where these deer are so likely to be struck by oncoming traffic, wouldn't you agree?" Well, ya sure you betcha! But she continued, "The government can direct the deer population anywhere they want to. All they have to do is move that deer crossing sign." A YouTube audio of the exchange has been accessed more than 3.5 million times. Footnote: the confused caller has returned to the Y94 airwaves to thank the station for their understanding. She realized her mistake, and told the morning show she felt "incredibly stupid." Now, about that "Slow-Children-Watch Out" sign...

**Tribune** Talk WGN-AM/Chicago VP/GM **Tom Langmyer** has left the station. He told *Time Out Chicago's Robert Feder*, "I can't tell you how much I have appreciated the privilege of working with you," he wrote in an e-mail to his staff. "WGN is a very special place, and I'm very lucky to have spent nearly eight years as part of it! ... Looking forward to new challenges ahead!" Tribune has named Dir./Sales **Jeff Hill** as Interim GM.



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*The TATTLER* doesn't usually engage in a lot of financial reporting, but as quarterly reports for the third quarter are about to be made public, one expert has already tamped down radio expectations. **Wells Fargo Securities** analyst **Marci Ryvicker** reports that the trends for radio revenue growth have been "somewhat disappointing." When all is said and done, she predicts total radio revenue will have increased 1.7% over the previous year. While many were hoping for a climb this year, especially in political advertising, that wish has simply not come true and the slide that began in 2008 is still affecting radio revenues. Ryvicker reported earlier in the year that local was outpacing national radio and after particularly weak months of August and September, And she says many operators are reporting resurgent October and November numbers...so don't write off the quarter quite yet.

A more encouraging radio report card indicates that radio still remains as the third most-used media per day, based on time spent with the medium. That study was posted by *eMarketer*. It found time spent on mobile devices is up, as the growth in time spent on the desktop Web has diminished. The research found the amount of time on mobile devices (excluding talk time) would grow 51.9%, which equates to an average 82 minutes per day. That's up from 54 minutes in 2011, and 34 minutes in 2010. The most-used media? TV. Up from 274 minutes a day in 2011, to 278 in 2012. Online was next, growing from 167 minutes in 2011 to 173 minutes in 2012. Radio was down just two minutes — from 94 in 2011 to 92 in 2012. A report in *The Financial Times* explains, "The surge in mobile activity comes as growth rates slow for both the time people spend online with their desktop and laptop computers and Internet-connected televisions and the dollars marketers spend on online ads. People now spend an average of nearly three hours a day online, and double-digit growth rates are not likely in the future. Consequently, growth in online ad spending has slowed. The U.S. online ad business is expected to increase 13.6% this year to \$34.7 billion, after growing 19.6% last year. By 2016, online ad spending should increase just 1.5% to \$43.4 billion."

On Monday, **CNN** reported that **Clear Channel Outdoor** was taking down billboards that advocacy group's claim were an effort to suppress voter turnout in minority neighborhoods. According to the news agency, the billboards in question were located in the swing states of Ohio and Wisconsin, and warned that voter fraud is a felony punishable by jail time. Activists say the messages, funded anonymously, were concentrated in minority neighborhoods and were placed in order to intimidate potential voters into staying home. The messages were displayed on 85 Clear Channel Outdoor billboards in Milwaukee, along with 30 each in Columbus and Cleveland. They were placed anonymously, which prompted **Jim Cullinan**, a spokesman for Clear Channel Outdoor (CCO) to state that CC "reviewed the situation, and in light of the fact that these billboards violate our policy of not accepting anonymous political ads, we asked the client how they would prefer to work with us to bring the boards into conformance with our policy." There was no radio buy attendant to the billboard campaign. *COMMENT: Fear has been an unfortunate element of far too many political campaigns this fall, so its good that CC is pulling the boards. But one wonders*

*how they got erected in the first place, if anonymous boards violate CC policy? – TK*

**NOW AVAILABLE:** THE RULES OF RADIO #5 with **Gregg Skall** of the law firm of **Womble Carlyle Sandridge & Rice**, in a webinar held last week as the final webinar in the Conclave's legal series, THE RULES OF RADIO #5 looked at what is happening in the final weeks before the election, observing some unique issues that radio needed to be aware of. It examined some of the types of advertisements that have drawn attention from the FCC and reviewed the standards broadcasters need to employ to demonstrate the exercise of responsible advertising policies. Other topics covered: alcohol and tobacco advertising, issues relating to online, internet based gaming, casino advertising, station contests, and more. Visit <http://www.theconclave.com> to learn how you can receive an mp3 recording of this important webinar for just \$9.99! These webinars are produced and hosted by Conclave Board member **Jay Philpott of Hubbard Radio's** 106-5 The Arch, WARH/St. Louis.

An Iowa radio pirate could be poorer today as the FCC has proposed a \$10,000 fine against him. Iowa City's **Thomas Costa** is being accused of operating an unlicensed transmitter at 87.9 FM. The Notice alleges that he rented the basement room in which the transmitter and a computer running automated programming were locked. COSTA told the FCC that he rented the room to "several unnamed individuals". But according to the FCC complaint, Costa allegedly said that the individuals did not give him their names to protect them from the FCC. And he apparently, never asked them for ID.

Former Peoria, IL radio personality **Dan Dermody** was honored with the **Illinois Country Music Association's** 2012 Humanitarian Award last weekend. He worked for 18 years as PD, MD and Mornings at **JMP Radio** Country WXCL (104.9 THE Wolf)/Peoria, then shifted to Mornings at **Triad Broadcasting** Classic Country WIRL-A (Classic Country 1290)/Peoria, IL in 2005. Budget cuts eliminated his position in 2009.

*Hit Parade* **Hall Of Fame** Exec. Dir. and longtime Conclave friend **Ron Alexenburg** was inducted into *The Long Island Music Hall Of Fame* last weekend.

As An FYI – **The Arbitron Client Conference** in December in Annapolis will feature **Chris Iles**, who made his radio conference debut this past summer as part of the **Jacobs Media Summer School** at the 2012 Conclave Learning Conference. Chris is the Corporate Communications Director for the **Minnesota Twins!**

**John Williams** comes 'home'! **Tribune** Talk WGN-AM/Chicago midday host John Williams will leave the station at the end of the year to move to Minneapolis, where he will continue with his afternoon show on **CBS Radio** Talk WCCO-AM, a show he has remotely hosted since 2010.

**Cumulus Broadcasting** Hot AC WWWW (Star 105)/Toledo has tapped KVDU (Voodoo 104)/New Orleans afternoon talent **Nikki Landry** for PD/afternoon duties.

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**Leighton Broadcasting** Country KZPK (Wild Country 99)/St. Cloud, MN has named **Jerry Mac** for APD and PM driver.

**Cumulus Media** Hot AC WRWM (i94)/Indianapolis has signed on **Mary Kennedy** as its new midday personality. She comes to the station from sister Top 40 KRBE/Houston, where she did overnights.

**NRG Media/Omaha** has elevated **Jeff Lynn** to the position of OM for the seven-station cluster.

**Townsquare** Hot AC WLHT (Channel 95.7)/Grand Rapids is the new home of former Milwaukee and Madison wakeup duo **Connie and Curtis**. They had left their Wisconsin stations earlier this year.

**Woodward Radio Group's** Rock and Active Rock stations WAPL and WZOR/Appleton, WI have tapped **Ryan Bjorn** to PD. Bjorn has been with the Woodward Radio Group since 2001 and takes over PD duties from **Joe Calgaro**, who joined **Saga** Classic Rock WHQG/Milwaukee in September

Automotive broadcaster and journalist **Robb Mahr** passed away last week at his home in Michigan at age 75. His career began in California as a reporter, then news director at KSTP-AM, Minneapolis. He then moved on to WWJ-AM in Detroit in 1973. He was respected as one of the top automotive industry reporters.

# TATTLER Jobs

**Cumulus** Country 99.5 and 104.9 The Wolf in Green Bay, Appleton/Oshkosh is in search of a PD to take this duel market monster to the next level.....Have a vision? Have a plan? Have a winning track record? Most importantly if you know what it takes to get there....we want to hear from you. Great organizational skills as well as the ability to lead is an absolute must. This gig includes it all...music, imaging, PM Drive shift, appearances and tons of promotion! Rush those packages including philosophies, resume, aircheck and copy of your imaging to: [cumulusradio.jobs@cumulus.com](mailto:cumulusradio.jobs@cumulus.com) and include "Wolf Wisconsin" in the subject line.

Heritage News/Talk KDAL-AM is looking for a Brand Manager. This person will also have the opportunity for a local talk show on the station or a personality in our award winning news department. The right person understands the demands and immediacy of News/Talk radio, not only on the air but the complete brand that also includes internet & social media. This person needs to have the ability to manage a staff of veteran personalities and news anchors. The right person can motivate the staff and teach them the directions of the KDAL brand. The right person may also oversee all of our AM stations which includes Heritage station WDSM-AM. Please send us your philosophies on Local News/Talk Radio, local news and the incorporation of this into the website, social media, podcasting, texting, etc. and any other ideas on branding of KDAL-AM. Please send to **Mark Fleischer**, Operations Manager: [mark.fleischer@mwcradio.com](mailto:mark.fleischer@mwcradio.com) or **Midwest Communications**, 11 East Superior Street, Suite 380, Duluth, MN 55802.

It's 3am as your alarm goes off but it doesn't matter because you're already awake. You shake off the cold as you walk from the dark parking lot into an empty building. No fan fare, no hype but at least the coffee's hot. You're a morning radio talent and you have the gift to communicate. If you can deliver a compelling morning talk show day after day, you have a job waiting for you at Midwest Communications. We'll pay you well, give you the tools to win but the rest is up to you. Heritage News/Talk KDAL-AM is looking for a Morning Show talent that also has the tools to also be a Brand Manager. The right person understands the demands and immediacy of News/Talk radio, not only on the air but the complete brand that also includes internet & social media. Send your package to **Mark Fleischer**, Operations Manager: [mark.fleischer@mwcradio.com](mailto:mark.fleischer@mwcradio.com) or **Midwest Communications**, 11 East Superior Street, Suite 380, Duluth, MN 55802.



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](mailto:mailto:tomk@theconclave.com)

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**WASK Radio Group** in Lafayette, Indiana seeking a General Sales Manager for WASK-FM, WKOA-FM and ESPN 1450AM. We have a great staff and great systems with great results. If you want to live in a vibrant college town and work with highly skilled professionals and a fabulous company, we are the place! Interested candidates should submit their resume by 10/31/012 via email to: [bgreen@wask.com](mailto:bgreen@wask.com) or: **Brian Green**, President/General Manager, WASK Radio Group, 3575 McCarty Lane, Lafayette, IN 47909

A market leading country station in Wisconsin is looking for its next leader. Very livable city, market 150-200. Top-shelf facilities, strong airstaff, private ownership. Your job: grow the brand, develop the on-line and social media, make a good situation better. Resume and mp3 to [ajharrisradio@yahoo.com](mailto:ajharrisradio@yahoo.com)

Chicago's newest station is looking for an on-air host who is also proficient in producing remarkable digital content. Candidates must meet the following criteria: Minimum 5 years of medium/major market on-air experience, Previous experience with automation system – NexGen preferred, Strong creative writing and conceptual skills, Thorough CMS knowledge – preferably WordPress, Previous design and Photoshop skills preferred, Understands the digital and social space. Submit materials to [jobs@merlinmediallc.com](mailto:jobs@merlinmediallc.com) and put "WIQI Web" in the subject line. That last part is important, as your package could get lost in the shuffle if you don't.

Chicago's newest station is looking for a Creative Services Director who possesses strong on-air skills. Candidates must meet the following criteria:, Minimum 5 years of medium/major market on-air and/or imaging experience, Thorough knowledge of audio editing software – ProTools preferred, Previous experience with automation system – NexGen preferred, Strong creative writing and conceptual skills, Submit materials to [jobs@merlinmediallc.com](mailto:jobs@merlinmediallc.com) and put "WIQI Imaging" in the subject line.

Chicago's newest station is looking for an Assistant Program Director who possesses strong on-air skills. Candidates must meet the following criteria:, Minimum 5 years of medium/major market PD or APD, Thorough knowledge of Selector, Previous experience with automation systems – NexGen preferred, Strong organizational skills, Understands Arbitron analysis, Previous experience managing and leading an on-air staff, Creative writing and conceptual skills, , Submit materials to [jobs@merlinmediallc.com](mailto:jobs@merlinmediallc.com) and put "WIQI APD" in the subject line.

**The Western Kansas Broadcast Center** based in Garden City, Kansas is currently looking for a Chief Engineer for our 8 station cluster in Southwest Kansas. Responsibilities: Install, maintain, and/or repair AM & FM transmitter sites and equipment, studio locations and equipment, remote broadcast equipment, satellite receiver systems, internet streaming systems, internal network administration, office telephone system, manage and update facility documentation, 24/7 on call duty. Qualifications: Previous

broadcast radio engineering experience. Experience with, and knowledge of: - High power FM and directional AM transmission systems; - Studio analog and digital audio systems; - Strong overall electronics troubleshooting ability; - Excellent IT skills, experience with Windows Server networking desired; Must be able to work effectively unsupervised, Have excellent English communications skills, Spanish language skills not necessary but a plus, Excellent organizational skills, Ability to life and move up to 75 lbs, Ability to climb ladders and work on elevated surfaces, Valid and clean driver's license, must provide own transportation. Relevant work experience considered. If you fit these criteria and want to work for a great family owned cluster of radio stations please send your resume to: **James Janda** (Program Director) [jamesontheradio@gmail.com](mailto:jamesontheradio@gmail.com)

We have a job position open for a fulltime member of our news team in one of the nicest midsize cities in the midwest. Population growth is up, and unemployment is down here. This job may require a variety of different shifts, everything besides overnights is a possibility. We are looking for somebody to not just sit at the mic and read news, that's the easy part. You will be an anchor, a reporter and also be expected to create feature stories to air during other anchor's newsbreaks. We love lots of actualities. Essentially, this is an old school radio job, we do all of our own homework here, and our community loves us for it. Send us what you can do to [mwnewsjob@gmail.com](mailto:mwnewsjob@gmail.com) looking for resume, anchor samples, live reporting samples, feature stories, etc.

**River Radio** seeks a Digital Manager to lead our website and digital media division. Responsibilities include keeping digital platforms up-to-date, implementing digital promotion elements, contesting, posting video and audio clips and identifying sales opportunities while assisting account executives with digital sales efforts. You MUST be a self-starter, have excellent judgment, superb communication skills and great writing abilities while being a team player. Applicant must have knowledge of and ability to use social media as well as a background in website management. Experience with web publishing software, and Photoshop is required. Basic HTML skills and video editing experience are preferred. Send your resume along with a cover letter explaining why your abilities match what we are looking for and why we should consider you for this position to Regional Vice President 1431 Country Aire Drive Carterville, IL 62918 or email to [stevef@riverradio.net](mailto:stevef@riverradio.net).

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.

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