

the
Conclave Presents

THE TATTLE

Since 1975

Publisher/Editor: Tom Kay

Cartoons Suggested by Lenny Bronstein & Jay Philpott

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THE LAST TATTLE!

TATTLE HISTORY. The year was 1975. Gas cost 44¢/gallon and new cars, about \$4250. America's average annual income was \$14,100. For radio, it dropped to about \$14.27 (or at least, that's what it seemed). The Vietnam War ended. *Saturday Night Live* began. Jimmy Hoffa disappeared. If you sprang to life in that year, you're now out of demo. Sometime during that year, your TATTLE began as the brainchild of **Doug Lee**, who put together the Conclave one year later. The newsletter was created and published as part of **Doug Lee Midwest Promotion** – an independent promotion company that he founded in 1974. Originally titled THE BIG HOLE TATTLE (remember, the 45s we ORF's – old radio folks - played had a 'big hole'), it was an occasional mailing put together whenever Doug was in the mood...or whenever there was something important to pass along, like news about the Conclave. His mailing list numbered 60 or so. In 1979, Doug hired the TATTLE's current occupant as a promotion associate and gave him responsibility for helping to organize the *5-State Communications Conclave*...which by then had been renamed *The Upper Midwest Communications Conclave*...and to help write the occasional BIG HOLE TATTLE. In 1980, they were joined by **Denise Lutz** who helped out with everything (hey, there were only 3 people working here!), including contributing to the newsletter and doing lots of legwork for the Conclave. In the early 80's, the newsletter - which had always delivered by mail – started to see a more regular publishing schedule, coming out a couple of times a month. It was pretty much Doug, Denise and yours truly until 1986, when Doug moved to Montana and **Main Street Marketing & Promotion** was borne out of what had been Doug Lee Midwest Promotion (although Doug kept that 'corporate' identity for a while as he settled into the mountains). When Main Street came into existence, THE MAIN STREET TATTLE became a weekly publication sent out every Friday (still by mail) – but now featuring a cartoon as a regular feature (for the most part contributed by "**Heavy**" **Lenny Bronstein & Jay Philpott**)! In 1988, Denise left Main Street and started her label promotion

career with **RCA Records** and in somewhat rapid-fire progression, **Jane Dyson** and **Lisa Nordmark** joined the Main Street and Conclave team. In 1990 (or thereabouts), the TATTLE became a faxed publication simply because our 'subscriptions' grew to over 100 (and became emailed in the late 90's)! Lisa moved on in 1995, and **Cyndi Springer** (who is now Mrs. **Andy Bloom**!) joined the Main Street/Conclave crew. Jane left to become a Mom in 1998, and **Brigit McGough** took her place. Then came **Kelly Hopf**, followed by **Chris Mozena**. Chris was joined in TATTLE/Conclave/Main Street land by **Scott Hamilton** in 2000. Other names who helped to put the TATTLE in your respective mail boxes in the early 2000's were **John Sweeney**, **Brad Savage** (who still regularly haunts the Conclave as a Saga PD!), **Jay Larson**, **Steve Rood**, **Dr. Gary Heller** (now a research guru with credentials including CBS Radio), **Kate Kennedy**, **Jennifer Frier** & **Ben Holsen**. Since its inception in the 70's, the TATTLE had always been a vehicle for record promotion and Conclave updates, but in 2008 the newsletter dropped its artist/label content and became solely devoted to the Conclave, increasing and expanding its focus on industry and personnel news. In the past 5 years, the TATTLE has been sent to over 10,000 email addresses and is opened weekly by several thousand savvy industry folks! Which brings us to today and your final edition of the TATTLE!

TATTLE ARCHIVE. Along with this final TATTLE, I'm including links to a newsletter from each decade of the publication. It was difficult finding a 70's rendition, given Doug took all the Midwest Promotion files to Montana when he moved there in 1984. BUT we recovered two pages from early 1978 that will give you sense of what the BIG HOLE TATTLE included in those days (including some detail about the 3rd annual summer Conclave). Find it [HERE!](#) The February 1983 issue contained the masthead that first brought the concept of "Main Street" to the TATTLE - a title that became the namesake of Main Street Marketing & Promotion a few years later and a concept that stayed with the newsletter until 2008 (or so), when it simply became THE TATTLE. Read that issue [HERE!](#) There are a couple of representations of the 90s. The first, an issue from December 1991, includes a new masthead design and one of the publication's first attempts at a "Comment" – a pep talk as we prepared for 1992. Names appearing in the issue: **Dan Kieley**, **Gregg Swedberg**, **Lin Brehmer** and **Bob Ingstad**. Find that issue [HERE!](#) The second 90's issue represented is a March 1999 issue that includes yet another masthead change and that touts the last Conclave of the decade and faculty like **Mitch Albom** and **Jesse Ventura**. But have some fun reviewing the names of the winners of the *Gavin Awards* for 1999, including **Greg Strassell**, **Tracy Johnson** & **Doug Podell**. Read about them [HERE!](#) In terms of the 2000's, most of the issues over the past 20 years are found online at <http://www.main-st.net/tattler.htm>. Find and read any of the 475 issues found there (by year & month).

the
Conclave Webinars

USING SOCIAL MEDIA TO
GET HIRED, v 2013

"Using Social Media To Get Hired, v.2013" will be hosted by Jacobs Media Director Of Digital and Social Strategies Lori Lewis. Lori will give recommendations to engage hiring managers into your social media circle to increase your opportunity for that next job. "While looking for a job always has its challenges, today's technology also opens up better lines of communication and opportunities to help you stand out. Make sure you're not misusing this new technology," cautions Lewis. In this webinar you will learn five ways to help increase your chances of landing that new position. Also the content that potential employers look for in your social media profile that could stop your job chances and dead in its tracks, along with profile postings that reflect positively on you. This webinar topic was first presented in December 2011 and for this edition, you can expect a lot of new information and a completely up to the moment evaluation of the social media sphere, and techniques for you to properly utilize it. To preregister, click on <https://www1.gotomeeting.com/register/960998161>.

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TATTLER PHILOSOPHY. All good things come to an end, and so let it be with the TATTLER. The truth is, the 'ol TATTLER probably outlived its usefulness as a newsletter. While it predated the sites it now steals regularly from - like AllAccess, RAMP, and others - The TATTLER now yields to the fact those great places have the news quicker and more completely than the crack TATTLER staff can assemble. But it WAS the home for every wonderful bit of Conclave news the organization generated since its birth in 1976. On its pages, you were the FIRST to read about every keynoter and faculty member the conference had ever announced: **Larry King, G. Gordon Liddy, Bob Costas, Dr. Timothy Leary, Glenn Beck, Gloria Steinem, Al Franken**, etc. And if you attended any of the conferences in the past and made news of any sort in the industry thereafter, the TATTLER attempted to recognize you for that effort. And while we may have missed some career moves by our attendees, and knowing that our philosophy wasn't necessarily fair to those not fortunate enough to become a part of the Conclave family (thereby making the publication fall a bit short of being an actual national newsletter), it still made for a relatively unique read for most of its recipients. The occasional commentary found in its pages (which made for some quiet grumbling and spotty cheering) contained not-so-gentle reminders that broadcast licenses belong to our nation's most important resource - you, me & all our family, friends, & neighbors - and that responsibility to the public should never be taken lightly. Ironically, today's comment found later in this issue, addresses that responsibility one last time. I have a hunch you may see/read more of that in the contributions of your new Executive Director, **Bob Shannon**.

THANK YOU. But that was then, and this is now. My retirement, coupled with the Conclave's desire to disseminate its news & information through more varied channels - especially via its website and social media has placed the TATTLER in a category of being a venerable - but discontinued - publication. As you know, I'll continue to play whatever role the Conclave assigns. In fact this week, the Board accorded me the title of Executive Director Emeritus - it roughly translates to "Old Radio & Records Dude" - and for which, I'm deeply honored.

So, while the TATTLER goes the way of *The Saturday Evening Post* and *Grit*, and while you may still see my by-line on an occasional Conclave communication in the future, this Old Radio & Records Dude needs to send special thanks to those who made this publication - and my career - possible, especially long-term TATTLER creators like **Jane, Lisa, Cyndi, Jay, Chris, John, Brad,**

Ben... all the Conclave Boards in the past...my benevolent "bosses" - **David Martin, Danno Wolkoff, Tim Kelly, and Mark Bolke** - the Conclave's Chairmen of the Board...and, of course, a loving family who understood the long, late hours that the TATTLER occasionally demanded: my wife **Sandi** and my kids/grandkids **Chad, Tanya, Mia, Sammi, Liev, & Vida**.

But most of all, thank YOU for reading any one of the roughly 1500 TATTLER issues that have been created during the last 38 years...and for being among the 20,000+ attendees of the summer Learning Conference!

Thanks for believing in the Conclave...and onward to the future!

Happy Holidays!

-Tom Kay



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TATTLER NEWS, 12/13/12

If you lost your position in our industry at some point in 2012, it's time to look forward to the future and jump in to job search mode....AFTER you do this: Relax for the rest of the year. Enjoy the holidays - Recharge yourself, re-connect with family and loved ones, center yourself to be ready to tackle the realities of the New Normal. Then, on Wednesday January 9th, from 2:00p – 3:00p CT, invest in yourself by spending one hour to learn the things you can do within the social media space to help you get to your next challenge. Not looking for a gig? This is for you, as well...just in case!! The Conclave is proud to present its 70th webinar: “Using Social Media To Get Hired, v.2013” with **Jacobs Media** Director Of Digital and Social Strategies **Lori Lewis**. Lori will give recommendations to engage hiring managers into your social media circle to increase your opportunity for that next job. “While looking for a job always has its challenges, today’s technology also opens up better lines of communication and opportunities to help you stand out. Make sure you’re not misusing this new technology,” cautions Lewis. “First impressions are being formed online before resumes are being read.” In this webinar you will learn five ways to help increase your chances of landing that new position. Also the content that potential employers look for in your social media profile that could stop your job chances dead in its tracks, along with profile postings that reflect positively on you. This webinar topic was first presented in December 2011 and for this edition, you can expect a lot of new information and a completely up to the moment evaluation of the social media sphere, and techniques for you to properly utilize it. A question and answer session will follow the presentation. This Conclave webinar is FREE of charge, but preregistration is required by clicking [HERE!](#) Conclave webinars are produced and hosted by Conclave Board of Directors member **Jay Philpott** of **Hubbard Broadcasting’s** 106-5 The Arch/St. Louis.

Hubbard Broadcasting Hot AC KSTP/Minneapolis’ “*KS95 for Kids Radiothon*” last week raised \$514,094 for kids. Said PD **Leighton Peck**, “To date, the KS95 for Kids Radiothon has raised over \$12.2 million locally for **Gillette Children’s Specialty Healthcare**, a hospital that treats children with disabilities, and Children’s Cancer Research Fund, which supports research and training in the cure, prevention and treatment of childhood cancer.”

Late last week, dozens of employees were fired at a myriad of **Clear Channel** stations around the country, as the company sets itself up for a more positive, end-of-the-year profit report. A statement from the company and reported by *All Access* states: “We are constantly looking at all aspects of our business to ensure that it reflects how the best organizations work today, taking advantage of the latest cutting-edge technology and organizational structure so we can continue to operate as effectively and efficiently as possible. (Like every successful business, our strategy continues to evolve as we move forward as a company; this creates some new jobs, and unfortunately eliminates others. These are never easy decisions to make. (In the process of making these recent changes, some employees were affected. We thank them for their service and wish them all the best for the future.” *COMMENT: Big Media cutbacks are never fun to report, but this one seems particularly hideous because of the corporate statement above. Not one word about how the departure of these employees – many of them long-time – will affect their station’s mandated product. You know, the one where a broadcast company promises to serve in their communities best interests in exchange for a precious license to operate? Oh sure,*

we know how the moves affect the bottom line. But how does the slimmer staff affect the communities they serve...other than allowing those communities to now take on the additional financial burden of paying unemployment checks, food stamps, and other assistance for those who have been put out of work? And please don’t insult our intelligence by errantly reflecting how mimicking ‘how the best organizations work today’ as a reason for layoffs. Broadcasting isn’t a retailing or manufacturing operation. Those kinds of companies didn’t ask the public to rent their frequencies in exchange for providing important LOCAL service. You have been granted a privilege to operate. PLEASE start treating the owners of your airwaves – the public - more responsibly. – TK

Among those exiting **Clear Channel** as a result of last week’s massive lay-offs are: Urban AC WVAZ (V103)’s **Glenn Cosby**, Urban Inspirational WGRB-AM’s **Effie Rolfe**, Chicago Marketing and Promotions Manager **Angie Zdanowski**, Top 40 WKQI (Channel 955)/Detroit middayer JAG, Sports WDFN-AM/Detroit PD/afternoon host **Eric Chase**, Triple A KTCZ (Cities 97)/Minneapolis MD/middayer **Thorn**, Rock WEBN/Cincinnati afternoon host **Jay Gilbert**, AC WNIC (Fresh 100.3)/Detroit’s **Dan Watkins & Jenna Cork**, Classic Rock WDTW (106.7 The D’s **Kristin Burns, Danielle Car & Dave Dahmer**, Urban AC WMXD (Mix 92.3)/Detroit’s **Frankie Darcel**, Top 40 WAKS/Cleveland APD/MD/afternoon host **Kasper**, Country WCOL/Columbus PD **John Crenshaw**, WODC/Columbus’ **Andy Clark, Amy Donovan & Kevin Kirschner**, and KFAN/Minneapolis morning driver **Mike “Superstar” Morris**.

A conviction for driving under the influence has forced **CBS Radio** Top 40 WZLH (98.7 Amp Radio)/Detroit PD **Tim “Rayne” Rainey** to a leave of absence. Rainey received a 90 day sentence for operating a vehicle while intoxicated with a prior conviction while driving in Indiana before moving to Detroit last spring.



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A recording of today's Conclave Webinar (12/13), "The Essence of the Moment" with **PAIGE NEINABER**, is now available! This totally unpredictable romp with the VP of Fun & Games for **New World Communications**, Paige Neinaber imparted important advice to an industry which has so many people being pulled in so many directions. Paige pointed out that with pressing demands, basic Radio - like reacting to disasters and topical local stories - has been pushed to the sidelines. How exactly does ANYONE get anything done. Paige had answers! To order this important webinar, click [HERE!](#)

In a unique radio giveaway that included a whole station, **Clear Channel** will be donating another AM station to the **Minority Media And Telecommunications Council**. Talk WDTW-AM/Detroit, a 5,000-watt progressive talk station, will be given to the MMTC under the MMTC-Clear Channel Ownership Diversity Initiative.

Northern Lights Hot AC KTWN/Minneapolis continues to retool, hiring a trio of new on-air personalities, bringing in **Brian "B.T." Turner**, **Rena Sarigianopoulos** and **Cane Peterson**. According to *St. Paul Pioneer-Press* KARE-TV anchor/reporter Sarigianopoulos and one-time Twin Cities broadcaster Peterson will join KARE sports director **Eric Perkins** on the station's weekday morning show (5:30-10a). Turner, formerly morning driver for Triple A KTCZ (Cities 97)/Minneapolis, will be the station's new midday talent.

CCM+E/Chicago has named **Jason Courtemanche** as VP/Sales for the seven-station cluster. Most recently, Courtemanche served as Sales Manager for **CBS Radio/Chicago**.

Entercom Sports KSCP-AM (610 Sports Radio)/Kansas City has tapped **John Hanson** as PD, filling the slot left vacant by **Ryan Maguire's** departure for **CBS Radio Sports** KDKA-AM (93.7 The Fan)/Pittsburgh.

Veteran programmer and former **Conclave** Board member **Gary Nolan** is joining **Clear Channel's** Panama City, FL cluster as OM, effective next week.

Clear Channel Media + Entertainment Adult Hits WHLK (106.5 The Lake)/Cleveland has tapped sister Country WGAR PD **Charley Connolly** to add the PD reins, filling the slot left vacant by the transfer of **Tony Matteo** to the company's Wichita cluster.

Greater Media Active Rock WRIF/Detroit has named **Townsquare** Active Rock WGRD/Grand Rapids' **Andy Green** as APD/MD.

Illinois Bible Institute Contemporary Christian WIBI/Carlinville, IL Station Manager **Tom Greene** is stepping down from his position at the end of the year.

Eddie Volkman and **Joe Bohannon** have exited mornings at **CBS Radio** Classic Hits WJMK (K-Hits 104.3)/Chicago.

Tyah Sartler-Williams, former Senior Account Executive, has been promoted to the position of Local Sales Manager for heritage rocker, 102.9 The Hog (WHQG)/Milwaukee.

IMPORTANT 2013 CONCLAVE CONTACT INFO! New Conclave Address, beginning immediately: snail mail can be sent to **Bob Shannon**, Conclave Executive Director, Box 23621, Minneapolis, MN 55423. The Conclave phone and fax numbers will remain the same: 952-927-4487, fax 952-927-6427. Bob's mobile number is 206-755-5162. **Tom Kay's** email addresses will remain the same (tomk@theconclave.com, tomk@main-st.net) and he can be reached at 612-220-4487.



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>

TATTLER Jobs

WBEV & WXRO is seeking a teammate in Partners Services to be a part of our continued growth. Responsibilities may include, but not be limited to: Writing sales orders and all other internal administrative tasks that relate to corporate partnerships, Attending partner meetings, Participating in idea brainstorming sessions for marketing campaigns, Creating presentations to be delivered to current and prospective marketing partners, Working station events, community events, and promotions including hosting hospitality at events, Utilization of all research tools to assist team, Servicing existing and potential marketing partners, Updating of training manual, Identifying innovative revenue opportunities and new potential partners, Earning additional opportunities based on mastering the above, Various administrative duties. The successful candidate will possess the following: Strong organizational and time management skills, Excellent writing skills, Strong Interpersonal skills, Creativity, Proficiency in Microsoft Office and Photoshop. All teammates are expected to bring a positive attitude to the work place and to perform other duties as may be required for the efficient operation of **Good Karma Broadcasting**. Please send resume and cover letters to careers@gkbsports.com.

94.7 WLS-FM is looking for a full-time Board Operator for a locally produced show. The ideal candidate will have knowledge of VoxPro, AudioVault, and a minimum of two years full-time professional experience in live broadcast operations and production in a fast-paced environment. ProTools experience a plus, as is knowledge of the Oldies format. Must have a passion for Radio and a desire to be a part of an exciting radio station. To apply, please e-mail your cover letter and resume directly to jan.jeffries@cumulus.com.

MacDonald Broadcasting is looking for an overnight jock or board-op for our urban station WQHH/Power 96.5 in Lansing, MI. Previous broadcast experience is a plus but this would also be a good job for someone trying to break in the business. We are looking for someone who is reliable and can take direction. If this is you, send your materials to donblack@power965fm.com.

KNEB in Scottsbluff, Nebraska is currently seeking an account executive. The successful candidate will work with existing accounts and help develop new ones. Previous radio sales experience preferred. Excellent benefit package, including health, dental, 401K and inclusion in the company's pension plan. KNEB is part of the **Nebraska Rural Radio Association**. Sister stations include KRVN in Lexington and KTIC in West Point. Ag

background helpful. If you are energetic, organized and are a team player, send your resume to Station Manager **Craig Larson**. clarson@kneb.com

Paul Bunyan Broadcasting Company has an Account Executive opening in our Bemidji, MN group of five radio stations. This is a commissioned position, with an established list. The right candidate will have good communication, prospecting and customer service skills ... be energetic with the desire to succeed and make a difference in the community. We offer a competitive wage and benefits package. Send resume and cover letter to: **Ross Holland**, Paul Bunyan Broadcasting Co., PO Box 1656, Bemidji, MN 56619-1656 or email rholland@pbbroadcasting.com Application deadline: December 28, 2012.

WMMS CLEVELAND is seeking a co-host on the **Alan Cox** afternoon talk show. Responsibilities include creating and executing compelling content for on-air and online (web/social media) applications and making appearances at station events. Radio or comedy performance/writing experience is a bonus. We are looking for a pop-culture encyclopedia and a sports fan. Previous broadcast experience preferred. If this is you, send your materials to wmmsjob@gmail.com.

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 and include "Wolf Wisconsin" in the subject line.

Seeking experienced professional to manage and grow St. Cloud's dominant AC brand, Lite Rock 99.9. Requirements include music scheduling proficiency, a warm, polished on-air presentation, and the ability to connect meaningfully with adults both on and off the air. Qualified candidates please send your resume and a brief MP3 aircheck to **Matt Senne** msenne@leightonbroadcasting.com.

The Ohio News Network, an award-winning radio news network providing news, weather and sports to over 70 affiliate stations throughout Ohio, is seeking a polished journalist to serve as Producer/Reporter/Anchor. The successful candidate will gather news and audio from sources around the state, including affiliate stations; write stories and voice wraps and anchor feeds and newscasts. We're seeking a team player with a high level initiative and working knowledge of digital editing, radio automation and web-delivered programming. This position requires strong news judgment, delivery and presentation skills as well as the ability to work independently. At least three years' experience in radio news reporting required; knowledge of Ohio strongly desired. This position requires flexibility in scheduling and the ability to work evenings, weekends and holidays. Please include a link to your demo when applying. Qualified applicants may apply online at <http://www.dispatchbroadcast.com>.

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