

# MAIN STREET

Presents

## The Conclave TATTLE R

Publisher: Tom Kay Editor: Benjamin Holsen  
Cartoons Suggested by Lenny Bronstein & Jay Philpott

The **Conclave** announced not one, but two radio legends will be part of **TalenTrak '08**. The newest member of the NAB Radio Hall of Fame, **Larry Lujack** joins Chicago's morning radio superstar, **Jonathan Brandmeier** on November 8<sup>th</sup> at Chicago's Columbia College. **TalenTrak** is the Conclave's one-day air talent seminar designed to improve the performance of any and all personalities who attend. Session topics include **Making Yourself Great: What You Need To Know To Advance in the Industry**, **Spot-on Production Tips. Creating winning spots & promos!** as well as **Wildly Succeeding In Spite of Myself with Larry Lujack!** and a luncheon that includes Brandmeier's **Hangin' With Johnny B**. The afternoon is dedicated to one on one aircheck sessions with the entire **TalenTrak** faculty. **TalenTrak** faculty will include **Jerry Boulding** All Access/LA, **Matt Bisbee** Bonneville/Chicago, **Matt Dubiel**, **Drew Hayes** WCKG/Chicago, **Michael LaCrosse** 94.7 (True Oldies)/Chicago, **Kipper McGee** WLS/Chicago, **J. Pat Miller** KSRZ/Omaha, **Don Murphy**, **Jay Philpott** WARH/St. Louis, **Joel Raab** Joel Raab & Associates, **Brian Rhodes** Q101 & WLUP/Chicago, **Jim Stone** WXRX/Rockford, **Norm Winer** WXRT/Chicago, **Marc Young** WLUP/Chicago, and more to be announced! The price for this special day of learning? Just \$49 (\$39 students) until October 31st. And that includes lunch! Complete registration information is available at [www.theconclave.com](http://www.theconclave.com).

Although New York Attorney General **Andrew Cuomo** warned against radio and advertisers using **PPM** data, **Arbitron** is full steam ahead. The September survey month was released to New York, Los Angeles, Chicago, San Francisco, Nassau-Suffolk, Middlesex-Somerset-Union, Riverside-San Bernardino and San Jose. "Radio broadcasters, agencies and advertisers

independently determine whether or not to subscribe to **Arbitron's** services and can freely decide how they wish to use our services in their business transactions," said Pres./CEO **Steve Morris**. "Our goal with the commercialization of the **PPM** is to help radio remain competitive in an increasingly challenging media marketplace."

You knew you'd hear from the angry in response to **Arbitron**. The **PPM Coalition** released a statement ripping the released data. The Coalition says the data supports their fight, showing declines in listening to Spanish and Urban stations. The **PPM Coalition** consists of the **Association of Hispanic Advertising Agencies, Border Media Partners, Entravision, Inner City Broadcasting, Minority Media and Telecommunications Council, National Association of Black owned Broadcasters, SBS, Spanish Radio Association and Univision**.

Today's developments: **Arbitron** has asked the U.S. District Court for the District of **New Jersey** for a declaratory judgment and injunctive relief against the New Jersey Attorney General to prevent any attempt to restrain its publication of its **PPM** listening estimates. It did so as two state Attorney Generals filed suit against **Arbitron**: New Jersey Attorney General **Anne Milgram** and New York Attorney General **Andrew M. Cuomo**— who today sued **Arbitron** for deceptively claiming that its **PPM** system is valid, fair and representative of diverse radio markets. It also charged **Arbitron** with failing to disclose important flaws in the **PPM** methodology to broadcasters, advertisers, shareholders and the public, including serious shortcomings in the accuracy of the new system and its inadequate representation of African-Americans and Latinos.

Radio wants the **FCC** to stay out of the **PPM** monitoring business, so say big wigs at nine major radio groups in a letter to FCC Secretary **Marlene H. Dortch**. The group says the FCC has no jurisdiction and it can't rule on private contracts. The letter was signed by **Bonneville** EVP **Drew Horowitz**, **Entercom** EVP/Gen. Counsel **John C. Donlevie**, **Buckley** Radio COO **Joe Bilotta**, **Greater Media** VP/Gen. Counsel **Ellen Rubin**, **CBS** SVP/Gen. Counsel **Jo Ann Haller**, **Lincoln Financial** Pres./CEO **Robert D. Benson**, **Citadel** VP/Gen. Counsel **Jacquelyn Orr**, **MegaMedia** CEO **Alex Shvarts** and **Emmis** Counsel **John Fiorini**.

### TalenTrak Faculty

Jerry Boulding All Access/LA  
Matt Bisbee Bonneville/Chicago  
Matt Dubiel  
Drew Hayes WCKG/Chicago  
Michael LaCrosse 94.7/Chicago  
Joe McIntyre Q96-WLFH/Champaign  
Kipper McGee WLS/Chicago  
Jon Mayotte WEBX-WGKC/  
Champaign  
J. Pat Miller KSRZ/Omaha  
Don Murphy  
Jay Philpott WARH/St. Louis  
Joel Raab Joel Raab & Associates  
Brian Rhodes Q101-WLUP/Chicago  
Jim Stone WXRX/Rockford  
Norm Winer WXRT/Chicago  
Marc Young WLUP/Chicago  
and more TBA!



Larry Lujack

# TalenTrak

SATURDAY • NOVEMBER 8, 2008  
CHICAGO, ILLINOIS / COLUMBIA COLLEGE



Johnny B

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- 9A **Making Yourself Great: What You Need To Know!**
- 10A **Spot-on Production. Creating winning spots & promos!**
- 11A **Succeeding Wildly In Spite of Myself with Larry Lujack!**
- Noon **Lunch** (included with tuition!)
- 12:30P **Jonathan Brandmeier - Hangin With Johnny B.**
- 1:30P **Aircheck Clinic** (bring a scoped 3-min. aircheck!)
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Details at  
[www.theconclave.com](http://www.theconclave.com)



Daniel Anstandig  
McVay Media

It's what comes OUT of the speakers that counts! No matter WHAT the DELIVERY SYSTEM -- It's still CONTENT that gets and keeps audiences. Whether you are considering expansion via HD, Internet-Radio, or Online Media, this seminar will give you insight and action-points for expanding your business in the digital world. Take advantage of this one-hour workshop to learn from two of the top consultants working in radio and new media today. Join them Monday, 10/27 at 2 PM CDT.



Valerie Geller  
Geller Media Intl.

**FREE, but you must Pre-register! Visit [www.theconclave.com](http://www.theconclave.com) for details!**

On the heels of it's successful launch of it's online Webinar series, the **Conclave** today announced the second such presentation will be held October 27th at 2:00pm CDT. **"Creating Powerful Radio from A to D (Analog to Digital)"** will be presented by **Daniel Anstandig** of **McVay Media** and **Valerie Geller** of **Geller Media International** addressing content that gets and keeps audiences no matter what the delivery system. Participants must register for the webinar, offered at no charge, at <http://theconclave.com/learning/webinars.php>. According to Conclave Executive Director, Tom Kay, "Our first webinar exceeded our expectations for attendance and we're energized that so many still look for ways to learn to make their product and broadcast in general better. With so much talk about content and it's importance we're glad that we can provide a resource that provides real action steps to improve it...wherever it's heard." Said Anstandig, "It's what comes out of the speakers that counts! No matter what the delivery system — It's still content that gets and keeps audiences. Whether you are considering expansion via HD, Internet-Radio, or Online Media, this seminar will give you insight and action-points for expanding your business in the digital world. Take advantage of this one-hour workshop to learn from two of the top consultants working in radio and new media today!" Anstandig and Geller will show examples of leading media outlets around the world and their tactics to acquire new audience in the digital space. Learn about social networks, blogging, streaming, and podcasting—and how radio stations have used them to grow their audience and revenue. You'll also gain new insights on what interactive ad buyers want—and how to develop your new media offerings to fit their needs. In this session if you are a manager, programmer, on air talent, work in news or promotion and sales, here you will learn the secrets of creating powerful and compelling broadcast content, based on Geller's book **Creating Powerful Radio - Getting Keeping & Growing Audiences** and ways to maximize that content for additional stations. Learn how stations are creatively re-purposing some of the broadcast content for the new media AND creating low cost (or NO cost) original content. Recently recognized by *Billboard Magazine* as one of the top five innovators in media, **Daniel Anstandig** advises radio stations and media companies around the world on their digital business and on-air programming strategies including: Clear Channel Radio Interactive, The Wall Street Journal, artists Jewel and Jim Brickman, The White House Commission on Remembrance, Glencoe-McGraw Hill, Jones-TM, and broadcasting groups worldwide. He's a member of the Conclave Board of Directors. **Valerie Geller** has worked with more than 500 stations in 30 countries to help grow audiences.

Geller has consulted stations for CBS, Clear Channel, Entercom, NPR and the Associated Press, and many more. Geller was named as one of the "50 Most Influential Women in Radio" by Radio Ink magazine.

Former **CBS** Talk WTZN/Pittsburgh Comedian/Producer **Gab Bonesso** is suing CBS for sexual discrimination and retaliation after being canned when the station flipped to Top 40 as WBZW. The suit alleges that after the format change, Gab applied for an on-air position on the new station and says she was told by the PD that she was "too cerebral," "too hip" and was "not 'girlie enough because of her hair and how she dressed" and if she "were to look and dress more 'feminine," she would be acceptable. Bonesso is suing for an on-air position, back pay and compensatory and punitive damages.

**Clear Channel** is a large fan of the **iPhone** and has officially launched [iheartmusic.com](http://iheartmusic.com), an iPhone application. 12 Best of the Best Clear Channel radio stations on the app include WKSC/Chicago and KFAN-AM/Minneapolis.

The dismal economy has hit **Davidson College** noncomm Classical WDAV/Davidson-Charlotte as they cancel their Fall pledge drive. "We cannot be oblivious to what's happening in the world — and especially in our region," said WDAV GM **Benjamin K. Roe**. The drive began October 2nd and had reached half of its \$200,000 goal; instead of continuing the drive through Friday as scheduled, the station is soliciting donations online. Charlotte is especially feeling the pinch with the collapse of Wachovia Bank whose HQ are in Charlotte.

The **Baseball Hall of Fame Ford C. Frick** Award finalists were just announced with late Cincinnati Reds announcer and pitcher **Joe Nuxhall** leading the votes. Fans also nominated Toronto Blue Jays voice **Tom Cheek** and Montreal Expos broadcaster **Jacques Doucet**. The seven other candidates, chosen by committee, include **Dizzy Dean**, former NBC, Blue Jays and Yankees analyst **Tony Kubek**; Red Sox, White Sox and Indians broadcaster **Ken Coleman**; Expos and current Marlins voice **Dave Van Horne**; Mets Spanish Language announcer **Billy Berroa** and late pioneer **Lanny Frattare**. Winner will be announced December 9th and inducted on July 26th.

# TalenTrak

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The **Foo Fighters** are the latest music group to tell **John McCain** to stop using their songs without authorization. McCain has been using "My Hero" at rallies. "This isn't the first time the McCain campaign has used a song without making any attempt to get approval or permission from the artist. It's frustrating and infuriating that someone who claims to speak for the American people would repeatedly show such little respect for creativity and intellectual property. "The saddest thing about this is that 'My Hero' was written as a celebration of the common man and his extraordinary potential. To have it appropriated without our knowledge and used in a manner that perverts the original sentiment of the lyric just tarnishes the song. We hope that the McCain campaign will do the right thing and stop using our song — and start asking artists' permission in general!"

Chicago's chapter of **American Women in Radio and TV** set up a scholarship in memory of **Paul Harvey's** late wife, **Lynne "Angel" Harvey**, at the **Museum of Broadcast Communications** for "an outstanding young woman who will bring hard work, intellect and dedication to the field of broadcasting and or/journalism."

**Commentary – Z100 & New York Loses.** *I'm sure you saw the headline this week – "Secret to Middays at WHTZ!" It appears the talented **Ryan Secrest** is going (via satellite) to New York...just as he is heard in LA, Miami, and dozens of other markets. Great for him. Too bad for Z100. In naming a satellite voice to its airstaff, the station admits it has given up on populating the oft-times number one music station in the number one market with talent of its own. And New York loses out on an opportunity to be entertained by a citizen who lives and breathes the life-beat of the city. Another loser? Those who argue that radio is localism's best friend. With our good friends at the **NAB** sparring with the **FCC** over the issue, contending that localism requirements are - to quote **NAB** chief (and last summer's **Conclave** keynoter) **David Rehr** – "unnecessary, oppressive and built on an outdated regulatory mindset", the arrival of **Ryan Secrest** in New York does little to further their cause. With each move like Z100's, the medium gets further and further from where it absolutely needs to be to succeed in the world of increasing technological choices for listeners. That destination? Live and local. - TK*

**Minnesota Public Radio** signed on KRXW/Warroad, MN, launching the station as an affiliate for MPR News-Talk programming.

In a shocker, **Clear Channel** Top 40 WKQI/Detroit VP/Programming **Dom Theodore** resigns after almost seven years. Dom's last day is December 31st and his future plans will be announced soon.

**Moody Bible Institute's** VP/Broadcasting **Wayne Pederson** announces he's leaving to become Pres./CEO of **HCJB Global**.

**Cumulus** inks radio vet and *former Conclave Board member* **Brian Burns** as PD at Hot AC WJLQ/Pensacola-Mobile.

**Journal** Rock KEZO/Omaha taps **Jim Spector** as its new PD.

**Minnesota Public Radio/American Public Media** SVP of Content and Media **Sarah Lutman** is named Pres./GM of the **St. Paul Chamber Orchestra**.

**Three Eagles** Rock KQYK/Mankato, MN is excited to welcome **Jeremy Powell** for nights and prod duties.

**Independence Media** Classic Hits WHPI/Peoria, IL PD **Scott Seipel** exits.

**Lincoln Financial** Sports KKFN/Denver hosts **Irv Brown** and **Joe Williams** move to middays on Sister Sports KEPN-AM effective October 20th.

The Peoria Rivermen, minor league Hockey, have a new PBP voice in former Wheeling Nailers broadcaster **Brendan Burke**. Burke will also head PR for the club. The Rivermen's former voice left to join the **NHL's** Nashville Predators in September.

Former **Simmons** Sports KSLG-AM/St. Louis host **Randy Karraker** signs up with new **Bonneville** Sports WMVN/St. Louis as part of the afternoon show when the station launches January 1.



Former **Metro Networks-Shadow Broadcast Services**/Chicago anchor **Monica Desantis** crosses the street to join **Citadel** Talk WLS-AM as reporter/anchor.

**Maverick Media** Classic Rock WEGE/Lima, OH taps **Jason Murphy** for middays. Murphy will also program sister ESPN affiliate WZOQ-AM.

**Crawford** Christian AC WMUZ/Detroit morning host **Shannyn Caldwell** takes over as the solo host of "The Morning Light." Co-host **Jon Culbert** leaves to pursue other opportunities.

**Jobs. Clear Channel** country K102/Minneapolis is K102 is looking for part-timers for weekends and some swing. Country experience not necessary. Mp3s and resumes to PD Gregg Swedberg at [greggswedberg@clearchannel.com](mailto:greggswedberg@clearchannel.com)...**Lincoln Financial** Sports KKFN/Denver seeks a marketing executive with sales experience, preferably with radio. Get your resume to: [jkisskalt@fan950.com](mailto:jkisskalt@fan950.com)...**Lincoln Financial** Rhythmic KQKS/Denver needs a PD with experience programming a top 50 market CHR. Send your stuff to: [john.dimick@lincolnfinancialmedia.com](mailto:john.dimick@lincolnfinancialmedia.com)...**NRC Broadcasting**/Denver is looking for an AE for client focused selling and asset management. Send your resume and cover letter to: [jobs@nrcbroadcasting.com](mailto:jobs@nrcbroadcasting.com)...**Cumulus**/Rockford, IL has a Sales Manager opening. Do you have vision and integrity? Get your resume to: [becky.riojas@cumulus.com](mailto:becky.riojas@cumulus.com)...**Leighton** Country KZPK/St. Cloud, MN is a flamethrower for nights. Send your T&R to: [mattsenne@leighton-stcloud.com](mailto:mattsenne@leighton-stcloud.com)...**Clear Channel** Country WCKY/Findlay, OH needs a Promo Director. Rush resume and cover letter to: [JoleneMolaski@clearchannel.com](mailto:JoleneMolaski@clearchannel.com)...**NRC Broadcasting**/Denver is looking for PT production help. Get your T&R to: [lcheek@nrcbroadcasting.com](mailto:lcheek@nrcbroadcasting.com)...**Cumulus** Oldies WVBO/Appleton, WI needs a PT board op that may lead to some shorts on the air for the right person. T&R should be sent to: [Jim.Franklin@Cumulus.com](mailto:Jim.Franklin@Cumulus.com)...**Journal** Country KTTS/Springfield, MO is looking for PT help. Send your best to: [cmichaels@journalbroadcastgroup.com](mailto:cmichaels@journalbroadcastgroup.com)...**Regent**/Peoria, IL is

also in need of PT board ops. Great gig for beginners. Send what you've got to: [Amy.Cokel@Regentcomm.com](mailto:Amy.Cokel@Regentcomm.com)...Want to win with the #1 night show in St Cloud, MN? Will you keep the torch burning by being highly interactive, relatable and FUN? We offer competitive salary-401k-health and dental and we're an ESOP company which means we're helping you save for retirement. Help us continue the winning tradition and apply now. Send T&R to OM Matt Senne at [mattsenne@leighton-stcloud.com](mailto:mattsenne@leighton-stcloud.com)...All listings in **Jobs** represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [mailto:tomk@main-st.net](mailto:mailto:tomk@main-st.net) no later than Thursday evening for Friday publication. No calls unless otherwise specified.



**the Conclave** **TalenTrak 2008** Registration Form  
*Presents* Saturday, November 8 • University Center • Chicago, IL

First name **\*\*\*as it will appear on your badge** Last name **\*\*\*as it will appear on your badge**

Company **\*\*\*as it will appear on your badge**

Address **Where YOU an office/a home; NOT a parent company's home/main office**

City **\*\*\*as it will appear on your badge** State Zip Code

Your primary format?

Phone

Fax

E-mail

A listing of Chicago hotels for those desiring an overnight stay for TalenTrak is being developed. Details will be made available on the Conclave website and via *The Tattler*. **Tuition is transferable but is non-refundable. Ask for details.**

Payment method?  
 CHECK  VISA  MASTERCARD  DISCOVER  AMEX  
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