

35 YEARS OF THE CONCLAVE (1976-2010)

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The Conclave

Presents

# The TATTLE R

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Is talent something you're born with or can it be taught? Can anyone LEARN to become a better, or a more powerful communicator? The answer is YES! It takes talent, but you ABSOLUTELY can improve your craft and skills, with training. Learn it all at **CREATING POWERFUL COMMUNICATORS** with **Valerie Geller** on Wednesday, March 24th at 3P EDT/2P CDT. In this **Conclave** Webinar, you'll learn proven methods in use around the world based on Valerie Geller's experiences working with on-air personalities at more than 500 stations in 30 countries - The goal: Creating compelling content, to find and develop topics for air, powerful storytelling techniques and getting the best performance from each personality. This webinar is free, but preregistration is required. Join up by clicking on <https://www1.gotomeeting.com/register/629102585>. Based on concepts from *Creating Powerful Radio - Getting, Keeping & Growing Audiences* (2007 **Focal Press**) and Geller's experiences coaching and training some of the world's top personalities, Valerie will take you through the process to help you develop to the next level. As a bonus - Geller will share effective keys for programmers to help find and develop talent including techniques that work to help your personalities, announcers, and producers grow to the next level. About Valerie Geller: Noted speaker, workshop & seminar leader, author and broadcast consultant VALERIE GELLER is president of Geller Media International. She's the author of three books about radio, and her fourth book: *Beyond Powerful Radio - A Communicator's Guide For The Internet Age* will be available from Focal Press in March 2011. *Comment: Valerie Geller is one of this industry's true treasures, a veritable storehouse of knowledge and inspiration. We are beyond fortunate to be able to offer her positive perspective in this most valuable webinar. - TK*

**Hubbard** Talk KSTP-AM/Twin Cities PD **Steven Konrad**, who was involved in a motorcycle accident and is in critical condition in a St. Paul hospital. Konrad, who was wearing a helmet, hit a mattress on Interstate 94 in St. Paul and was thrown from his bike. The crash happened yesterday (3/18) about 6p on eastbound I-94. The

mattress, left or lost by another eastbound vehicle, was in the left-hand lane, State Patrol Lt. **Eric Roeske** said. Another vehicle was able to swerve and miss the mattress, but the 2004 Yamaha that Konrad was riding, hit it and crashed, Roeske said. **Ginny Hubbard**, Hubbard's President, reported to staffers earlier today that Steve is in critical condition after suffering brain trauma, a broken wrist, hand, and collar bone. She added that early diagnoses for Steve's recovery were "hopeful", but that "Steve remains in critical condition which can never be taken lightly." *The TATTLE R* joins with Steve's friends and co-workers in offering our thoughts and prayers for a speedy recuperation.

**Tribune** CEO **Randy Michaels** held a closed door meeting with his Talk WGN-AM/Chicago news staff this week to discuss who leaked the "newspeak" banned-words list to [Vocalo.org](http://Vocalo.org)'s **Robert Feder**. Feder's source told him that Michaels asked staffers about leaks, "What do you think should happen to people who do that?" Michaels, allegedly, directed his disapproval to News Director **Charlie Meyerson** for his handling of the memo. Michaels and Feder have exchanged barbs with Michaels calling Feder an "out-of-work blogger" with Feder responding that he is being paid and had turned down an offer from Tribune's own **Chicago Now** website.

**Clear Channel** Top 40 WLDI/West Palm Beach was kicked out of **Roger Dean Stadium**, the spring training facility for the **St. Louis Cardinals**, for a "tasteless" stunt. The station's morning show set up a stand outside the stadium, urging listeners to throw "steroid darts" at a life-sized cutout of **Mark McGuire**, the new Cardinals batting coach who recently admitted taking steroids during his playing days. "Mark McGuire is a partner on our team. I'm not going to exploit the guy," St. Louis GM **Joe Pinto** said. "My issue was they were doing something stupid on our property. It wasn't right. It was tasteless." WLDI morning man **Kevin Rolston** responded, "It was not done to be mean-spirited. It was done on a topical baseball issue as a way to give tickets away. Our point is, I don't think many people are past it, even after the apology he gave, unless they're blinded by being diehard Cardinals fans."

The **NAB** announced the list of nominees for the **2010 Crystal Awards**. Nominees from around the neighborhood include: KBHP/Bemidji, MN; KCVM/Cedar Falls, IA; KFOR-AM/Lincoln, NE; KFTK/St. Louis, MO; KIKV/Alexandria, MN; KOA-AM/Denver; KSL-AM/Salt Lake City; KSTP-FM/St. Paul, MN; KTMV (formerly WFMP)/St. Paul, MN; KTRR/Windsor, CO; KTTS/Springfield, MO; KZKX/Lincoln, NE; KZPK/St. Cloud, MN; WBEX-AM/Chillicothe, OH; WCRZ/Burton, MI; WDRV/Chicago; WGN-AM/Chicago; WIKY/Evansville, IN; WIL/St. Louis; WJBC-AM/Bloomington, IL; WLEN/Adrian, MI; WTMX/Chicago. The finalists will be honored and winners announced at the NAB Show in Vegas during the Radio Luncheon on April 13<sup>th</sup>.



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Visit [www.theconclave.com](http://www.theconclave.com)  
for details!

## Creating Powerful Communicators with Valerie Geller

Conclave  
Webinar!

Wednesday  
March 24  
2 PM  
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THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

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Congrats to the winners of the **Colorado Broadcasters Association Awards Ceremony**: **Regent** Country KUAD/Ft. Collins won 'Best Morning Show,' 'Best Midday Show,' 'Best Station Entertainment Personality,' 'Best Sales Event or Live Remote,' and 'Station of the Year.' **Rocky Mountain Radio** Country KSKE/Eagle received the Medium Market awards for 'Best Morning Show,' and 'Station Entertainment Personality.' Also for Medium Markets: **Cherry Creek Radio** Country KKXK/Montrose received awards for 'Best News Feature Report or Series,' and 'Best Single Event News Coverage.' **Lincoln Financial** Country KYGO/Denver won two Metro Market awards for 'Best Morning Show' and 'Best Station Entertainment Personality.'

**National Public Radio** is putting \$160 million in tax-exempt fixed rate bonds on the market. The municipal bonds, graded AA- by **Standard and Poor's** and Aa3 by **Moody's Investor Service**, are intended to finance construction of its new HQ in D.C. Construction is planned to start later this year with completion set for 2013.

The **Detroit Sports Broadcasters Association** named its new Lifetime Contribution Award after former **Detroit Tigers** broadcaster **Ernie Harwell**. Harwell will be the first winner of the award, which is being given to broadcasters who contributed their work to the betterment of sports broadcasting.

**Midwest Communications** acquires **Rubber City Radio's** four station FM cluster in Lansing, MI for an undisclosed amount. The stations include: Active Rock WJXQ, Smooth Jazz WJZL, Classic Hits WQTX and Alternative WVIC. Midwest now owns 47 radio properties, including Michigan clusters in the Kalamazoo and Grand Rapids markets.

**Clear Channel** Top 40 KDWB/Minneapolis longtime morning guy **Dave Ryan** now has a full-time channel on the **iHeartRadio** app. (Download by [Clicking Here](#)) "Our listeners wanted more Dave and thanks to iHeartRadio, they've got him 24/7," KDWB PD **Rob Morris** said. "This has to be the biggest moment in mobile device history since the 'Pink Panther' ringtone!" Ryan exclaimed.

**Midwest Family** Active Rock WJJO/Madison, WI APD/MD/Middayer **Blake Patton** announces his retirement from FT radio after 35 years. "The time has come for me to take my headphones and retreat to my studio at home," Blake said. "May 14<sup>th</sup>, 2010 will be my last day on-air at WJJO. I'm retiring from full-time radio. I've had a glorious ride over the last 35 years. I've done start-ups, turnarounds, overnights, mornings, nights and everything in between. I could write a book...and maybe I will...but the time to leave full-time is now." Patton plans to concentrate on his at-home voice business.

Former Adult Standards KCHA-AM/Charles City, IA Station Manager/Morning host **Scott Lanenga** is running for the **IPWA State Senate**.

Lanenga is running as a Republican and challenging incumbent Democrat **Amanda Ragan** for the District 7 seat.

Yesterday, members of the Conclave's Board of Directors and Executive Committee met to judge the applicants for the 2010 Conclave Radio Scholarships. They met at the **Doubletree Park Place Hotel**, site of the 35th annual Conclave Learning Conference to listen to and evaluate the finalists for the 2010 scholarships to **Brown College/Minneapolis** and **Specs Howard School of Communication Arts/Detroit**, worth a combined \$62,000! This year's judges included Cumulus/Rochester PD **Brent Ackerman**, MusicMaster VP & Conclave Board Chair **Mark Bolke**, KBEM/Minneapolis PD **Michele Jansen**, CBS/Minneapolis OM **John Lassman**, Salem Communications/Minneapolis OM **Lee Michaels**, Clear Channel/Minneapolis' PD **Rob Morris**, and Leighton Broadcasting/St. Cloud's OM **Matt Senne**. The Conclave Scholarship Committee is headed up by **Karol Baumeister** and **Siobhan Kierans**, both Conclave Board members. The winners will be announced shortly, as will the recipient of the **McNally-Smith College of Music Scholarship** for 2010, a scholarship valued at \$16,000. All recipients will be honored at the 35th Conclave Learning Conference – FREEWAY TO YOUR FUTURE – the weekend of July 15-17, 2010 at the Doubletree Park Place Hotel. *Comment: the Conclave is truly appreciative of the assistance provided by the above-mentioned consummate pro's. Rest assured the recipients of this year's radio scholarships will have been selected by programmers who have grown and nurtured superb talent in this industry for years. - TK*

**McVay Syndication** agrees to purchase "8-Track Playback," hosted by **Donny Osmond**, from **Broadcast Barter Radio Networks** for an undisclosed sum. The transaction puts both of Osmond's radio programs under the umbrella of **McVay Syndication**, which also includes "The Donny Osmond Show," the daily, five-hour daypart programming designed for AC and Classic Hits formats. BBRN created the feature in 2006, tapped Osmond as host and is currently cleared in more than 75 markets, including: Chicago, Boston, Detroit, Seattle, Denver, Cleveland, Salt Lake City and Indianapolis. BBRN co-Founder **Matt Dubiel** said, "[BBRN co-Founder] **Mike Noonan** and I are extremely proud of the role we played in Donny's broadcast success in recent years. We're particularly thrilled and honored we landed on the radar of an industry legend like **Mike McVay**. Now that we know Donny's feature is in good hands, BBRN will be 100% focused on our other syndicated products. Affiliates will see no change in the service or systems used to deliver the program." Stations interested in clearing 8 Track Playback can check out the demo at [8TrackPlayback.com](http://8TrackPlayback.com) or call McVay Syndication at (440) 933-0440.

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**Envision Radio Networks** syndicated **Todd-N-Tyler Radio Empire** debuts a new [website](#), featuring the latest show highlights, TNT merchandise and the ability to listen on demand.

**Westwood One** signed an agreement with **Presslaff Interactive Revenue** to create new interactive opportunities for its advertisers. Effective immediately, Westwood One will integrate PIR's **Dat-E-Base** platform into the program websites for **The Dennis Miller**, **Fred Thompson** and **Billy Bush** shows, as well as **LoveLine with Dr. Drew Pinsky**, to enhance the programs' e-mail marketing, contesting, surveying, relationship and revenue building capabilities. "One of the great advantages of digital media is its ability to tailor marketing right down to the individual," said WWO Pres. **Gary Schonfeld**. "PIR's unmatched level of technology and service makes this possible for our broadcast properties."

**Ozzie Guillen Jr.**, son of **Chicago White Sox** manager **Ozzie Guillen**, returns for another season of *"Latino Baseball Chicago"* on **CBS Radio Sports WSCR-AM** (670 The Score)/Chicago. This season, he'll be joined by his brother, **Oney Guillen**. The two Guillen sons will be heard in Spanish every Sunday night during the baseball season.

The Conclave announced today yet another opportunity in its vast array of learning programs and services available to the industry: **The 2010 Rockwell Scholarship!** The third annual **Conclave Rockwell Scholarship** will be awarded to an individual who, like Conclave Rockwell Award recipients, have made important contributions to their station(s), their organizations and to the industry. The scholarship recipient will have demonstrated professional potential, while desiring to further their education by gaining knowledge that will assist them in growing inside their careers. While a Rockwell Award recipient may recognize an experienced industry member, the Rockwell Scholarship may similarly recognize a veteran industry member – OR it may be provided to a "rising star" still growing in the industry. The funds for this special Conclave Rockwell Scholarship have been donated by past Conclave Rockwell Award recipients, **Erica Farber** – former publisher of **Radio & Records** and **Danno Wolkoff** - CEO of **Envision Radio Networks!** The winner will receive up to \$1,000 dollars that may be applied towards tuition, books, or other materials pertaining to the winner's course of study at a recognized institute of higher learning. Candidates for the Rockwell Scholarship can be self-nominated for the award, or nominated by a friend, relative, or co-worker. The candidate – or their nominator - must complete the scholarship application and submit it to the Conclave no later than June 1, 2010. Candidates may download the Rockwell Scholarship Application by clicking on <http://www.theconclave.com/upload/rockwellscholarship2010.pdf>. The scholarship will be awarded at the 35th annual Conclave Learning Conference in Minneapolis July 15-17, 2010.

**KQKY Hits 106/Kearney** hires **Jason Murphy** as Program Director and Morning Show Host. Murphy started his broadcast career in his home town of Lafayette, IN and worked his way through college at **Ball State University** in Muncie, IN. His career path weaves through rated and unrated markets and includes Paducah, KY, Terre Haute, IN, Sterling, CO and Sidney, NE.

**Gem State Adventist Academy** Christian AC KTSY/Boise and KTFY/Twin Falls, ID GM **Mike Agee** will be resigning on April 1st, after 20 years at the stations. He has taken a position at **Southwestern Adventist University** in Keene, TX, where he will also be managing the university's radio station.

**JMP Radio** Country WXCL (104.9 The Wolf)/Peoria morning co-host **Mike Pesto** has left the building.

**CBS Radio** News WBBM-AM/Chicago promotes Promotions Coordinator **Sheri McDonnell** to Promotions Manager.

**Missouri University Of Science And Technology** noncomm KMST/Rolla, MO GM and "Sounds Eclectic" host **Jim Sigler** is retiring after 25 years with the station. History Professor Emeritus and show host **Dr. Wayne Bledsoe** will be replaced Sigler as GM.



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**Tribune Talk WGN-AM/Chicago Dir./Sales Wendi Power** leaves to join **Cox Radio's** Tampa cluster as GM. **Power** had been with WGN since 1995.

**Independence Media/Peoria, IL** has elevated **Ryan Lacosse** to PD of T40 WPIA (98.5 KISS FM). **Don Black** exits.

**Cumulus Sound Solutions/Atlanta** Corporate Creative Director **Jason Skaggs** has joined **Tribune Talk WGN-AM/Chicago** as Commercial Services Manager.

**Cumulus/Cedar Rapids & Waterloo, IA** have named **Matt Gillon** Market Manager for both markets. Gillon was previously with **Clear Channel/Des Moines** and replaces Greg Sher who exited last week.

**Indianapolis Star** sports columnist **Bob Kravitz** has exited Sports WFNI-AM (1070 The Fan) in budget cuts.

Condolences to the family and friends of **Kansas City Radio** legend **Richard W. Fatherley**, who passed away on Monday. He was 69. Fatherly was the PD of WHB radio in Kansas, one of **Storz's** main top 40 stations. He had also worked for Storz at KXOK/St. Louis.

**Jobs.** After an amazing 15 year run with the *Bob and Tom Show* that is now moving to our sister station, its time for WRBR to launch the next number one morning show for our active rock format. APPLICANTS MUST HAVE ACTIVE ROCK EXPERIENCE...please read the last line again so you understand it! We are searching for a morning team that lives and breathes the active rock life style and who knows how to engage an 18-34 and 18-49 audience. If this is your morning team, please send an air check and resume to [tommy@1039thebear.com](mailto:tommy@1039thebear.com)...**The Randy Lane Company** is looking for lead hosts for CHR morning shows for current as well as future openings. You will have the guidance from the Randy Lane Company in the new position. The RLC team has worked with some of the best morning shows in the country, including **Kidd Kraddick, Dave Ryan, Ryan Seacrest, Ace & TJ, Murphy in the Morning, The Bert Show, The Mikey Show** and more. If you have a CHR background, and are willing to do what it takes to win in today's competitive radio environment, please send digital audio and resume to [greatradiojobs@gmail.com](mailto:greatradiojobs@gmail.com)...WBVT/South Bend, Indiana is looking for our next great Program Director. If you believe in the power of being Live, Local and Relevant, email us. If you are passionate about creating great radio, email us. If You believe content is King, if you can coach a full time air staff, communicate the company vision and mission, help create great morning radio, work closely alongside the sales department, and develop and execute exciting promotions, email us. If you want to work for a company that STILL believes in being live and local, still has promotions and marketing budgets, offers great pay and excellent benefits, employs the top consultants, helps employees advance their own careers, and giving you all the

tools you'll need to win. Email your resume to [bwilliams@federatedmedia.com](mailto:bwilliams@federatedmedia.com)...Consultant **Bob Mitchell** looking for future P.D.'s for upcoming client stations. If you are looking for the next challenge, this could be an opportunity for you. Potential openings in the next three to four months that include Rhythm and Mainstream CHR, Oldies and Rock in various sized markets. If you are a strong TEAM leader, we may have a team for you. Post your resume and airchecks to [IwannabeaPD@yahoo.com](mailto:IwannabeaPD@yahoo.com)...**Salem Communications/Twin Cities** is looking for a Program Director to help in the day to day operation of 3 talk stations. We are looking for a versatile radio professional that is skilled at setting up and engineering remote broadcasts, able to help develop and work with our live weekend programs, has creative imaging and copy writing experience, a wiz with Adobe Audition and has a working knowledge of ENCO automation systems. 3-5 years of talk radio experience is a must. On-air experience a plus. Excellent computer skills required. Must be "on call" to handle problems after hours when necessary, must have excellent organizational skills with attention to detail and the ability to work effectively through others. Non-technical Skills: Must be highly organized, willing to be on-call after hours if necessary, have the ability to create and execute work flow systems, and be able to effectively work with and through others. Salem Communication is an equal opportunity employer with benefits including 401k, medical, dental, vision and other benefits added from time to time. Salary is dependent on experience. Please email a resume and a well written cover letter explaining your experience and showing your communication skills to: [leemichaels@salemte.com](mailto:leemichaels@salemte.com)...Locally owned radio cluster needs a PD/Morning person. **Reising Radio** is a local radio operator south of Indianapolis. We have an opening on our team for a PD/Mornings. Must have 5 years experience. Smaller staff means wearing lots of hats. If you ready to get to work in radio ... run by radio folks (not some big corporation) Email your resume, and mp3 air check to [mking@qmix.com](mailto:mking@qmix.com)...**NRG Media** in Fort Atkinson has an opening for full time announcer/traffic clerk. Duties include covering news casts, voice tracking and production plus working in the traffic department entering orders and building logs. Play-by-play and web experience is helpful but not necessary. Send your package to: **Gary Douglas Lundberg**, Operations Manager, NRG Media, P. O. Box 94, Fort Atkinson, WI 53538. [gdouglas@nrgmedia.com](mailto:gdouglas@nrgmedia.com)...Dominant country leader in the Midwest is accepting resumes, mp3's, and web links for a future on-air FULL TIME opening. We are a diversified company that places a great importance on community involvement, creativity, and fun! We offer an outstanding benefits package. The ideal candidate will possess an ability to engage the listener, strong production skills and a tremendous work ethic. E-mail your best stuff to: [moretlsnow@yahoo.com](mailto:moretlsnow@yahoo.com)...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 Thursday evening for Friday publication. No calls unless otherwise specified.

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