

the Conclave Presents

THE TATTLER

Since 1975

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

Volume XXXVII • Number 9 • March 3, 2011

In partnership with **The Intercollegiate Broadcasting System** and **dmr/Direct Marketing Results**, The Conclave today announces an exciting, new college radio/webcaster scholarship competition AND a learning opportunity the Conclave will present at the 71st Annual International IBS College Radio & Webcasting Conference in New York. **The Doug Lee Memorial Scholarships** – given annually to college students in the name of the founder of the Conclave – will now be assisted by IBS, who not only will help the Conclave publicize the availability of the scholarships but who will also provide the pool of candidates for the competition. To qualify for the Conclave scholarships, a student must be working/volunteering at an IBS member radio station or webcaster. The three scholarships – worth \$1000 each - will be awarded on the basis of an essay submitted by the candidate. This year's scholarships have been made possible by a generous grant from dmr/Direct Marketing Results (<http://www.dmrinteractive.com/>) the leading provider of strategic marketing consulting and services to the broadcast industry. Next week, the scholarships will be introduced to IBS students at the 71st annual IBS International College Radio/Webcasting/Podcasting Conference in New York City during a special Conclave presentation, "Breaking Into The Business- Show & Tell!" on Saturday, March 12. Faculty for the session (tentative) include Beth Bacall/Star 99.1/New York and Conclave Board member **Bob Taylor** of Star 99.1 & **Max Radio Network**. The IBS Conference is being held at The Hotel Pennsylvania on March 11-13, 2011. For more information, log onto <http://www.ibsradio.org>. *COMMENT: We are absolutely thrilled by this important new partnership for the Conclave. Involving college radio and its leading proponent – The Intercollegiate Broadcasting System – in our quest to help educate our industry is a most logical and essential collaboration, one that we are extremely proud of. These scholarships, generously provided by Direct*

Marketing Results, represent yet another means of bringing talent into our industry and we thank IBS for the opportunity to expand these important scholarship offerings to their members- TK.

The battle in Wisconsin between a Republican governor and Democratic legislators is getting most of the attention, but something similar is happening in Indiana – and it involves a radio campaign. In both cases, Democrats have hit the road to deny votes on controversial measures. In Indiana, a non-profit watchdog is using radio to ask legislators to please return to work. The group is called **Aiming Higher Inc.** and the spot they produced reads, "Last Fall, Hoosiers spoke. They wanted a balanced budget, no tax increases and an education system that put the needs of children ahead of the needs of adults. House Democrats have fled the state and are hiding in an Illinois hotel instead of fulfilling their responsibilities to their constituents. They need to come back! If you are outraged at their behavior, call them at 1-800-382-9842 and tell them to come back to the Statehouse and do the job they were elected to do." *COMMENT: According to the Aiming Higher website, this non-profit gained contributions of over \$132,000 and spent nearly \$62,000 in radio production and advertising this quarter. We think it's wonderful how much they believe in radio, but we couldn't locate any expenditures made to assist 'the needs of children'. Just sayin'... TK*

Are you following the **Conclave** on **Twitter**? @Conclave Follow us, and who knows...you might win something (FYI - we tweeted a chance to win a Conclave tuition for someone attending CRS today!)

Life is hard. Being an air talent - especially one receiving no direction - can even be harder. Our industry seems to have gotten far too busy to take time to nurture air talent, and the result hasn't been pretty as live air shifts disappeared in favor of out-of-market programming. But all is not lost! Veteran radio programmer and executive **Tracy Johnson** will be conducting a Conclave Webinar – **MORNING RADIO REVISITED** – on Wednesday, March 9th at 2P CST. Based on his new book of the same name, **MORNING RADIO REVISITED** is guaranteed to help air personalities, talent coaches and program directors understand and target an audience. The webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/571730017>. Conclave webinars are coordinated and hosted by **Jay Philpott**, Conclave Board member and air talent at The Arch/St. Louis.

the Conclave Webinars

Morning Radio Revisited

Conclave Webinar!

Wednesday
March 9
at
3P/EST
2P/CST!

Veteran radio programmer and executive **Tracy Johnson** will be conducting a Conclave Webinar – **MORNING RADIO REVISITED** – on Wednesday, March 9th at 2P CST. Based on his new book of the same name, **MORNING RADIO REVISITED** is guaranteed to help air personalities, talent coaches and program directors understand and target an audience. Then, relying on his vast experience in programming leading radio stations and developing superstar talent for them, Tracy will explain how to design a strategy to appeal to that audience, creating relatable characters, manage on-air roles, and score with listeners on an emotional level. The webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/571730017>.

Conclave Webinars are FREE! Visit www.theconclave.com for details!

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com



The bipartisan **Local Radio Freedom Act** is back, in both the House and Senate, a legislative resolution that can be seen as an antidote to the **Performance Rights Act**. And, one of the sponsors, Sen. **Ben Nelson** (D-NE) has gone above the call of duty, issuing a ringing endorsement of the radio broadcasters he seeks to protect. Nelson said, "Congress should not impose taxes on small businesses in Nebraska and nationally which would threaten their financial viability," Senator Nelson said. "Across rural Nebraska, local radio stations provide a unique link to local news, weather and entertainment which should not be jeopardized by new taxes from Washington." Nelson says the intent of LCRA is to "...help protect the symbiotic relationship that has existed between the broadcasting and sound recording industries for more than 80 years. In this relationship, the record labels allow the performance of music by local radio stations for free, and the radio stations provide the studios' artists with free exposure and promotion. The artists are introduced to the public, build their fan bases and get free over-the-air advertising for their records, concerts and merchandise. At the same time, local radio stations build listener bases and are able to charge advertisers, allowing the stations to provide local news, sports and weather to listeners for free. This information is crucial during local emergencies or natural disasters." "There are 177 broadcast radio stations in Nebraska, which provide 843 full-time jobs and contribute \$36.5 million per year to the state's economy," Nelson's staff noted on his website. Nelson quoted a letter he received from **Nebraska Broadcasters Association** President **Marty Riemenschneider**, who wrote: "Congressionally mandated performance fees on free, local radio broadcasters would jeopardize local jobs, prevent new artists from breaking into the recording business and harm the public service we do every day. ... As we work to escape one of the worst recessions in the history of the United States, now is not the time to hit local radio with new additional financial costs." *COMMENT: Looks like this latest go-around with PRA hasn't produced any new arguments. It will be interesting to see if the NAB's stance will change from its more conciliatory, compromise-oriented reflections on PRA from last fall. Stay tuned. - TK*

Available now: a recording (including powerpoint) of yesterday's Conclave webinar, **Jox To Vox Voiceover Workshop #3!** with **Robin Marshall**, **Rich Van Slyke** and gear guru **Emmett Andrews** of Sweetwater.com. These experts discussed their view of the external voiceover business in 2011, their experiences and

Building strong brands.
Developing great content.

COLEMAN
INSIGHTS
MEDIA RESEARCH

<http://www.colemaninsights.com>

their advice for success. To order the recording, click on <http://www.theconclave.com/upload/conclave2011webinarform.pdf> and follow the directions. You'll receive a link to download the webinar recording in mp3 form.

Country Radio Broadcasters has named its 2011 Radio Promotion Award winners. Two of the three are from the Conclave neighborhood. Medium Market: WQMX/Akron, OH. WQMX utilized the power of social networking to conduct its "Zac Brown Look-A-Like Contest" in the summer of 2010. Listeners sent in photos through the station's **Facebook** page for a chance to win front row seats and a backstage "Eat and Greet" with the **Zac Brown Band**. Small Market: KZPK/St. Cloud, MN. In 2010, KZPK staged its biggest benefit concert ever during Central Minnesota's summer FireFest event. The show featured performances from **Little Big Town**, **Emerson Drive** and **Bomshel**, raising more than \$50k for the city of Cold Spring's Fire and Rescue Relief Association. The Large Market winner was KUPL/Portland.

Uh-oh. A Broadcast station failed to keep track of what was going into its public file, or more importantly, what wasn't. **Cumulus** Rocker WWIZ-FM/Youngstown, OH is a Class A on 103.9 licensed Mercer, PA. Its license renewal was granted by the **FCC** 6.22.07, and since then, it has apparently been remiss in its duty to put quarterly issues/program lists in its public file, making it apparently liable for a \$10k fine. An FCC agent asked the station's "chief operator and station market manager" to see the file, and it was missing no less than nine of the required lists going back to the 2007 renewal. The FCC pointed out that the public information file is supposed to include "...a list of programs that have provided the station's most significant treatment of community issues during the preceding three-month period." The Commission explained further, "This list is known as the issues/programs list and must include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment. The description of the programs must include, but shall not be limited to, the time, date, duration, and title of each program in which the issue was treated. Copies of the issues/programs list must be retained in the public inspection file until final action has been taken on the station's next license renewal application." Cumulus has an opportunity to apply for a reduction or cancellation of the fine.

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

The 36th Annual Conclave Learning Conference

Thursday, July 14



OVER 40 SESSIONS!!

REGISTER NOW

Full Tuition
\$249
Groups of 3 or more
\$199

Details at www.theconclave.com

Saturday, July 16



Doubletree Park Place • Minneapolis, MN • July 14-16, 2011

Connoisseur Media won the right to construct a new FM on 107.7 in Pacific Junction, IA all the way back in 2004 in Auction No. 37 – and that town's proximity to the Omaha, NE – Council Bluffs, IA market no doubt contributed to the hefty price tag. However, the station soon came into conflict with spectrum needs of the **United States Airforce** and the **Federal Aviation Administration**. The **FCC** was forced to delete the channel and Connoisseur asked for a refund, with a little extra. Usually, the FCC does not assist CP winners that run into engineering or other difficulties. It makes a point of instructing interested parties to do careful due diligence before determining how much they are willing to spend on a given allotment, and to the availability of all elements need to get the station constructed. However, the FCC agreed that this case was exceptional. Both the FAA and USAF were concerned about interference with localizer frequencies they use for air traffic control related to **Eppley Airfield** and **Offutt AFB**. Attempts by Connoisseur to come up with an alternative CP has come up short, including attempts with local broadcasters to work out a deal that might have allowed them to shoehorn a station in. Connoisseur requested a refund of its winning bid, and the FCC said that it agreed that the circumstances this time warranted one. Connoisseur wanted more – interest and payment for expenses incurred attempting to fix an unfixable solution. The FCC politely declined saying it didn't have legal authority to honor the request.

Congrats to **Emmis** Classic Rocker WLUP/Chicago morning man **Pete McMurray** on his fine performance at the Hustle Up the Hancock event, where he climbed 94 floors in just over 16 minutes. The event raised \$1 million to fight lung disease in Chicago via **The Respiratory Health Association**.

The Alliance for Women in Media has awarded myTalk 107.1 KTMJ/Minneapolis with the **Gracie Award** for outstanding Talk Show – Entertainment/Information category for the **Lori and Julia Show**. This is the **Hubbard** Talker's 5th Gracie Award. The Gracie's recognize exemplary programming created for women, by women and about women in all facets of electronic media, as well as individuals who have made contributions to the industry. The awards program also encourages the realistic and multifaceted portrayal of women in entertainment, commercials, news, features and other programs. The Gracie Awards will be held in Beverly Hills, California on May 25th, 2011. Other Gracie Awards winners include: **Meredith Vieira**, **Clare Danes**, **Katie Couric**, **Martha Stewart** and **Alfre Woodard**.

CBS AAA WXRT/Chicago celebrated "Chicago Day" on Wednesday (3.2.11). Newly elected Mayor **Rahm Emanuel** joined **Lin Brehmer** and **Mary Dixon's** morning show to play some of his favorite music and chat. "Chicago Day" featured some of the city's favorite musicians, actors, athletes and politicians, including: current mayor **Richard M. Daley**, **Jerry Reinsdorf**, **Robert Falls**, **Dan Hampton**, **Little Steven Van Zandt**, **Joe Shanahan**, **Patti Smith**, **Tony Fitzpatrick**, **Michael McDermott**, **Tim Tuten**, **Ramsey Lewis** and many more. The celebs and station DJs were heard speaking from the heart on what Chicago means to them. The station also showcased a wide range of music from Chicago artists – past and present – primarily from the rock, blues and folk genres.

Old Watch Media reports that **Digital Sports Network**, which debuted a local sports online radio stream at the **Cleveland Plain Dealer's** website Cleveland.com last November 1st, appears to have gone dark after its deal with the newspaper ended. OMW reports that host **Daryl Ruiter**, formerly of crosstown **Good Karma Sports** WKNR-AM tweeted, "Digital Sports Network suspended operations today after having it's affiliation with Cleveland.com terminated. The stream isn't presently working, and other than a single tweet about Cleveland State basketball, the station's Twitter feed has been idle since Feb. 27th."

Get well wishes to veteran Fargo talker **Scott Hennen**, who is recovering from surgery to remove his colon at the **Mayo Clinic** after pre-cancerous growths were found.

Bonneville Sports WXOS/St. Louis fills the 9-11a slot vacated by the recently announced exit of **Bob Stelton** to head to Bonneville Sports KIRO-AM/Seattle by inking **Clear Channel** Talk WKJK/St. Louis "Kentucky Sports Radio" co-host **Zach McCrite** to partner with WXOS's **Rick Venturi**, effective March 21.

NextMedia/Saginaw is making waves, adding PD stripes to **Scott "Shannon" Seipel** for Hot AC WGER. He succeeds **Brian Figula** who was named PD at **Greater Media** AC WMGC/Detroit in January. Shannon will continue hosting the morning show in addition to his new PD duties. **Ann Turpin Williams** is the new News Director for the cluster.

Milwaukee Radio Alliance Alternative WLUM/Milwaukee welcomes **Ian McCain** to the team for Nights/Social Director, effective March 10th.

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com



Mark "Mookie" Andrews is the new afternoon driver at Country WKKO-FM/Toledo. "Mookie" replaces **Cliff Smithers**, who resigned at the beginning of the year.

Three Eagles Country KYSM/Mankato, MN morning host **Wild Bill McKubby** exits. Sister Active Rock WQYK personality (George Blaise) **Blaze** moves to mornings, joined by KYSM AE **Jessica Wenk**, for what will be known as the George and Jess show.

Entercom Hot AC WZPL/Indianapolis has made all kinds of changes. Longtime middayer **Dave Decker** is out. **Hunter** leaves afternoons to concentrate on being Imaging Director, while getting more involved in promotions, social media and production. **Ryan Seacrest** is extended an hour to air from 10a-2p, while WZPL recruits and afternoon host. Until then, new parttime **Nikki** comes on board.

Tim Dorsey is retiring as President and GM of Talk KTRS-AM/St. Louis and parent company **St. Louis Sports Radio LLC** after 35 years in the radio business in the market. Dorsey will retain his ownership interest after his October retirement.

Gateway Creative Broadcasting Contemporary Christian KHZR/St. Louis names **Johnathon Eltrevoog** as its new PD.

CBS Classic Hits WOMC/Detroit names **Motown** vet **Jim "JJ" Johnson** as their new midday host.

Citadel Hot AC WDVD and Adult Hits WDRQ/Detroit up **Ron Smerigan** to Marketing/Promotions Director.

Condolences to family and friends of **Christian Broadcasting System** Founding Partner and VP **Ralph Van Luven** who passed away last Thursday (2.24) after a battle with cancer. The company has eight stations in Michigan, Ohio, New York and Kentucky.

Condolences to family and friends of **Bill Grigsby**, who called **Kansas City Chiefs** football on radio for 46 years until his retirement after the 2009 season. Bill died early Saturday (2.26) of prostate cancer at the age of 89.



The 36th Learning Conference will begin Wednesday evening July 13, 2011 with the *Women in Media* Networking Event. Thursday July 14th kicks off with the 2nd annual **Jacobs Media Summer School**, concluding with the 8th annual Promotion Summit, presented by **PromoSuite**. Friday July 15th will be highlighted by **Conclave College** and the weekend concludes Saturday afternoon July 16th with the 2nd annual **RAIN Summit Midwest**. The usual array of cutting edge Conclave sessions will populate dozens of hours in between! The Learning Conference will once again be hosted in Minneapolis, home of the Minnesota Twins...who'll be playing host to the KC Royals at the world-renowned Target Field that very weekend! Tuition for the 2011 Learning Conference is only \$249 – the lowest, most affordable registration fee of any industry conference announced in 2010 OR 2011! Group Rates are even lower...just \$199 for groups of 3 or more from the same company/group. Registration for singles or groups is now available via the Conclave website, <http://www.theconclave.com>!





Townsquare Media is looking for the next night time star for its heritage Rhythmic CHR radio station in Peoria, IL. You'll join a team of young, fun professionals that are passionate about making great entertainment radio and developing compelling website content to accompany the on-air product. In addition to working on-air with WZPW, you'll be responsible for monitoring 4 other radio stations during your show. Come work for a leading team of radio and web professionals from across the country! Applicants should have the following skills: 1 – Minimum 3 years of on-air experience in the Rhythmic/CHR format. 2 – Strong Commercial Production, Imaging & Board-Op Skills. 3 – Working Knowledge of Audio Vault Automation System, Cool Edit, Adobe Audition, Word Press, Microsoft Office, Firefox, Facebook, Flickr and Twitter. 4 – Strong ability to speak complete thoughts in under 30 seconds and summarize content in under 140 characters. For Consideration, applicants must apply before March 31, 2011. Recent Aircheck is required for application (not longer than 90 seconds, not older than 1 year) along with Resume. Email: <mailto:PeoriaRadioJobs@gmail.com> Snail Mail: Radio Peoria, Attn: **Jason Parkinson**, 120 Eaton Street, Peoria, IL 61603.

WSSR/Star 96.7, serving Joliet, Bolingbrook, Aurora, Naperville, Frankfort, Lockport, Plainfield, and surrounding areas, has a full-time opening for Morning Host and Assistant Program Director. Qualified applicants will have a minimum of 5 years full-time on-air experience, and 3 years full-time experience as a Program Director, Assistant Program Director, or Music Director. Responsibilities will include hosting the Star 96.7 morning show weekdays 5a-9a, as well as handling certain day-to-day programming tasks that are common to normal operations, as assigned by the General Manager and/or Program Director. Please submit a cover letter, resume, and mp3 file of recent on-air work to HireMe@star967.net to be considered

Three Eagles Communications in South Dakota and Minnesota is searching for Director of Sales in two key markets. We do not need any desk pilots. We are a sales driven company! Our managers and sales managers are on the streets talking to decision makers daily. We focus on Main Street, not Wall Street. You need to sell, lead, coach, activate and guide the team to not only hit plan, but to exceed it. If you have what it takes to work with a group that is focused on success and driven to be the best then I want to hear from you. We believe in Live, Local and Relevant Radio. We win Marconi's, Crystal's and numerous state awards for broadcast excellence. Please send me detailed information on who you are and what radio sales experience that you can bring to the group. A successful sales management background is critically important. <mailto:gbuchanan@threeeagles.com>.

Come to Fort Wayne, Indiana, make a baby and program the legendary WOWO brand. Not necessarily in that order. Parent Magazine ranks Fort Wayne second in the Best Places to Raise a Baby. Forbes.com ranks Fort Wayne high among Best Places to Work and Live. Fort Wayne placed 13th in "Cost of Doing business" and 10th in "Cost of Living." Additionally, according to Consultant, Dave Gifford, **Federated Media**

**April 29-30,
2011**

**W Hotel
Hollywood**

For summit details and registration info-
<http://www.worldwideradiosummit.com>

is one of the few companies in the radio business "worth working for" (Radio Ink magazine, May 9, 2005). • Do you understand the role news, weather and traffic play in the building and maintenance of a news talk brand? • Can you identify and recruit talented people from all walks of life regardless of their experience? • In a crowded market place can you produce and nurture a morning show that gets noticed? • Do you have examples of really good branding, marketing, imaging, promotion and community involvement projects that you conceived and executed? • Can you take the results of research, develop a strategic plan and implement it? • Do you understand the value and the role of profit and what it takes to produce a healthy bottom line? • Do you understand the relationship between social marketing and ratings? Federated Media is a product driven company and is looking for the next Operations Manager of legendary News Talk 1190 WOWO and sister station 1380 ESPN radio and their digital brands. This is not a "fixer upper". Recent Program Directors have used WOWO as a launching pad to gigs in Phoenix and most recently Denver. According to Eastlan ratings with an A12+ 14 share and 100,000+ cume WOWO is tops in the market. WOWO also has the highest cume audience and double digit AQH share among Adults 25-54 in all of the prime dayparts. You will have all of the tools you need to achieve anticipated growth including a promotional budget and the consulting services of Greg Mocerri. Preferred candidates will know how to host a talk show on short notice, anchor a newscast, know Next Gen and have a sense of humor. This is a great opportunity for an APD or News Director who wants a shot at the PD chair. Federated Media is an equal opportunity employer. Please e-mail your resume and a brief note describing what Content is King means to you to: **Mark DePrez**, General Manager, WMEE/WOWO/ESPN 1380/K-105, <mailto:makebabies@federatedmedia.com>. If you want to be really ambitious air check the station and send me your thoughts.

Heritage Hot AC, WZPL in Indianapolis, is looking for the next great full-time Afternoon Talent. Not looking for just a voice, we're looking for someone who can be a STAR! Are you: Funny? Interested in what's going on in Pop Culture? Able to deliver compelling content over an intro? Able to take constructive direction without going into an emotional downward spiral? Creative? Frustrated because you're current PD only wants you to read liners? I'd love to hear your best stuff. Attach a short demo (2:00 max) and if it's good, I'll ask for more. Include a resume too. To be considered for this position, please apply online at <http://www.entercom.com> and click on "Careers".

Do you have sales experience and a passion for selling? Can you run a profitable small market radio station? We have a unique opportunity to join the exciting world of radio advertising sales. KQMG Radio in Independence, Iowa Classic Rock FM and ESPN SportsTalk AM is looking for a success driven radio sales account executive. Must have a strong desire to assist local businesses with their advertising and marketing plans. Media experience preferred but will train. We offer a salary and among the highest commission rates in the industry. Send cover letter and resume to <mailto:jobs@kmcommunications.com>.

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

American Media Investments, KKOW-FM, KKOW-AM, KJML-FM, is currently accepting applications for a full-time Sales Account Executive. A background in advertising, broadcasting sales, or sales with related experience is preferred. AMI will develop, train and guide the right candidate. Must have computer skills, including Microsoft Office products, communication skills, creative skills, some knowledge of commercial production is a plus. Must be well organized, self motivated, and have a strong desire to succeed. American Media Investments is a market leader in the Pittsburg/Joplin area, with a strong tradition and bright future. Qualified, interested applicants should send cover letter and resume to Sales c/o LaGene Mitchell, 1162 E. Highway 126, Pittsburg, KS 66762 or email to <mailto:lmitchell@ami-pittsburg.com>.

The Illini Radio Group in Champaign, IL has an immediate opening for a talented afternoon personality to add to our Adult Hits/Classic Hits station. This individual will have a dual role helping with music scheduling on our Rock station. Great attitude, desire to learn, ability to do quality production and desire to “work the crowd” at station events are must-have qualities. You will be working for the market-leader in East Central Illinois and an excellent broadcast company. We’re looking for a minimum of 3 years full-time on-air experience and an understanding of the adult audience. Prior experience with iMediaTouch, Adobe Audition and A-ware/Music Master software are huge plusses. Send your package to **Jonathan Drake**, Operations Manager, Illini Radio Group, 2603 W. Bradley Ave., Champaign, IL 61821. Or e-mail <mailto:jdrake@mix945.com>. E-packages must not exceed 5MB.

WLS 890 AM & 94.7 WLS-FM are looking for an Events and Communications Manager. This individual will oversee the stations’ public relations and social media efforts, be responsible for brand marketing plans for both stations, and function as a creative marketing liaison between advertisers, sales, and programming. Ideal candidate will develop strategic on-air and off-air promotions and events in order to promote the stations’ images and general presence in the marketplace and primary demographic. Will also develop an executable public relations and social media campaign to enhance the stations’ footprint in the market. EOE/AA. General Responsibilities: Manage stations’ public relations effort, Creates press releases regarding stations’ programming strategy and promotional campaigns, Oversees the social media campaigns for the stations, Management and oversight of major station events, Supports the sales department in developing added value promotional, merchandising and event opportunities for clients, Assists in creating the appropriate trade and/or consumer advertising campaign, commercials and creative pieces, Provides or arranges for graphical artwork for promotional items and web sites, Recruits, hires, trains and supervises support personnel, Provides regular coaching and performance feedback to staff Required Knowledge, Skills & Abilities: Previous Public Relations firm background, Some previous radio station work is preferred, but not required, Have excellent social media strategies and skills, Understanding of station’s programming strategies, Computer literacy in applicable programs, Excellent verbal and written communication skills, Problem-solving ability and skill in prioritizing, Ability to interact with management and staff at all levels, Ability to multi-task and handle pressures and deadlines Education and Licensing Requirements: Bachelors degree in Business Administration, Marketing or related field, or equivalent level of experience, Must possess valid state drivers license Physical Requirements: May occasionally require lifting up to 25 lbs., Able to sit for extended periods of time If interested, please e-mail your cover letter and resume to: chicagoradio.job@citcomm.com. Please reference the following hiring contact and department code in your cover letter: **Michael La Crosse** – Dept. AA, WLS-AM & WLS-FM, 190 N. State Street, Chicago, IL 60601. E-mail: <mailto:chicagoradio.job@citcomm.com>

The Program Director for Shine.fm Radio is responsible for programming of a multi-channel, multi-station group including programming of music, on-air fundraising, business underwriting, implementation of promotions, programming staff, some regulatory responsibilities as related to the FCC public file and on-air content such as non-commercial business underwriting Principle Duties & Responsibilities: The professional Program Director will pursue the successful completion of the following duties on a regular basis: 1. Provide direction and vision to programming possibilities. 2. Generate programming elements and ideas that will further the reach of Shine.fm to listeners 3. Serve as a ‘brand manager’ for the on-air sound of Shine.fm. 4. Oversight of all on-air production 5. Conduct consistent research related to listeners including the use of Arbitron data, Listener Advisory Panel for music and additional tools that programmer would need to best serve the Shine.fm audience. 6. Give oversight/schedule all on-air staff including in-house air talent, voice-trackers, ONU student announcers, producers and board-ops. 7. Give oversight, and recommend contracted voices for imaging and underwriting. 8. Give oversight to and/or conduct music scheduling, music selection and tracking. 9. Maintain FCC public inspection file for multiple station environment. 10. Program and schedule on-air talent for bi-annual pledge drives. 11. Experienced on-air personality. 12. Ability to serve as a personality coach capable of mentoring and coaching on-air staff. 13. Writing broadcast copy for non-commercial underwriters. Knowledge of FCC rules related to non-commercial business underwriting required. 14. Implementing station standards for complying with federal, state, local and company regulations and policies 15. Timely and accurate completion of reporting requirements, agreements, adjustments, copy and other essential forms 16. Following standards of conduct for the company 17. Display respect for team members, their roles and responsibilities 18. Other duties as may be assigned by supervisor. Benchmarks: The successful Program Director will achieve and exceed milestones in these categories (and/or other categories as may be specified): Performance • Programming excellence – increase in number of listeners • Donor support – everyone is part of the team when it comes to creating avenues for more donor support. The program director should find creative ways to attract more donors to Shine.fm outside of pledge drives. Product • Consistent updating of programming elements to maintain a ‘fresh’ and appealing sound on the air at all times. • Music is fitting for audience. Song rotations are reviewed and updated regularly • Regular research is conducted using available tools to create a better product for our listeners. Personal • Professional Growth—Displaying continued skill development from self-improvements or other training resources. • Demonstrated Leadership Ability—Requesting assignments to station ad hoc task forces and showing the ability to lead teammates in accomplishment of specified goals. Knowledge, Skills, and Abilities Required: State the required skills requested from the candidate to most effectively perform in this role. 1. Effective on-air personality. 2. Programming experience 3 year minimum as Program Director, Operations Manager on a Christian Music radio station. 3. Proficiency in multi-track editing software (ProTools and/or Adobe Audition) 4. Experience with on air software (i.e.: BE – Audio Vault) 5. Proficiency in standard office computer software tools (i.e.: word, excel, outlook, etc.) Application requirements: Please submit an online application by clicking the “Employment” link on the Olivet website, <http://www.olivet.edu>, then select “Submit your application”. Resume and Demo can be included on the last page of the online application. The position will remain open for application until filled.

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416


Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

PLAN NOW! BUDGET NOW!

2011 the Conclave

THE 2011 CONCLAVE LEARNING CONFERENCE

July 14-18 at the Doubletree Park Place/Minneapolis



DOUBLE TREE

TO REGISTER, VISIT
theconclave.com

TUITION \$249

Expires 3/31/11
Group Rates Available!



Can You Afford NOT To Be In Minneapolis Next July??

Cox Media Group Ohio is the area's leading single, integrated media organization. This organization is comprised of WHIO-TV's Channel 7, the Dayton Daily News, Springfield News-Sun, Hamilton JournalNews, Middletown Journal, Cox Ohio's Southwestern Ohio weekly newspapers, our commercial printing and mail operations and Cox radio stations in Dayton (WHIO AM and FM, WHKO and WZLR). Cox was started in 1898 by Governor James M. Cox. Cox Media Group- Ohio is a unit of Cox Enterprises. Board Operators Cox Media Group Ohio is seeking part time board operators with experience in radio programming for board operation of remote broadcasts, satellite programs and local sports programming. Responsibilities: • Execution and operation of all studio equipment for on-air remotes, programming and sports • Operating various broadcast sound boards • Computer audio recording and editing • Maintain radio transmitter & tower light operation with-in F.C.C. parameters • Maintain professional attitude • Able to follow direction Minimum Qualifications: • Previous experience on a radio and/or sound mixer console • Ability to work under pressure and complete multiple deadlines per hour • Excellent computer usage knowledge • Able to work evenings and weekends as necessary • High School Diploma • Reliable transportation We offer these excellent benefits: • Healthcare benefits after 90 days • Onsite Fitness center & dining facility • 401k with a company match To apply, submit resume to: mailto:coxrecruiting@coxohio.com Subject Line: PT Board Operator Please include salary requirements

My name is **Brian Czahor** and I am the Sales Manager at Direct Media Power. DMP is the country's largest radio pay per call direct response agency! We recently moved to a larger office and we are looking for a few good sales people. If you are outgoing, ambitious and have a love for radio sales, please email me your cover letter and resume to: mailto:brian@directmediapower.com.

Q106.3 is searching for an individual to fill an immediate opening as a weekend On-Air Talent. The candidate should have a minimum of five years on-air experience. Must be computer literate, highly organized, must have highly positive interpersonal skills, and a positive team attitude. Mail or email aircheck and resume to: **John Sebastian**, Program Director Q106.3, PO Box 44408, Madison, WI 53744. mailto:eoe@midwestfamilybroadcasting.com.

Active Rocker KILO-FM Colorado Springs is looking to add a FULL TIME position to the roster. Do you live the rock lifestyle? Connect with rock music? Don't mind working your ass off at a station that is actually staffed 24/7? Job could be anything... from AM Show Sidekick to Overnights. On air experience and production skills a must! Web skills a bonus! Get your resume and some of your finest audio to: mailto:jobs@kilo943.com or KILO-FM Attn **Ross Ford**, 1805 E Cheyenne Rd, Colorado Springs, Co, 80905.

News/Talk 100.3 FM (Minneapolis/St Paul) is looking for its next great morning host. If you think you've got what it takes to propel a morning show into instant relevance in a highly competitive market, if you've got compelling and unique takes on the news of the day, if you love digging into and 'owning' local stories, if you truly 'get' social networking, unique online content, and the value it adds to your show, plus a strong sense of humor to boot – please contact mailto:andrewlee@clearchannel.com.

Entercom Milwaukee's 103.7 KISS FM and 99.1 The Mix is looking for part time air talent. Looking for partimers that can do a weekend overnight shift at least once a week. Also, do some fill in air shifts and board op shifts during the summer. If you live in, or around the Milwaukee area I would love to hear from you. Please send your mp3 and resume to mailto:jojo@entercom.com. or by mail to: jojo 11800 West Grange Avenue. Hales Corners, WI 53130.

Metro Networks, A Westwood One Company, is looking for their next All-Star Traffic Reporter for some of the biggest stations in Chicago. Must be available on weekends and evenings. Ideal candidates will have prior Traffic Reporting experience and possess a thorough knowledge of Chicago area roadways and traffic patterns. Strong on-air presence is a must. Please send .mp3 demos (actual airchecks preferred) and resumes to mailto:chicago_jobs@westwoodone.com.

Lincoln's Country Leader, KX 96.9 needs a new Program Director and afternoon host. A giant 100KW signal, legendary morning show, and huge community involvement describes KX. What describes you? We're searching for our next captain. A Live afternoon show, promotions, website and imaging is part of the package. Come work with a dedicated group of professionals... RUSH your demo and resume to: Joel Burke at mailto:jburke8899@gmail.com

Sports KGSO-AM/Wichita is looking for a part time board operator for weekday afternoon shifts. Working shifts are from 3-7pm Monday-Friday

All listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to: tomk@theconclave.com no later than Wednesday evening for Thursday publication. No calls unless otherwise specified.

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com