

# MAIN STREET

Presents

## The Conclave TATTLEER

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

A near-record crowd is expected tomorrow for the **Conclave's** 13<sup>th</sup> **TalenTrak** in Chicago at University Center (adjacent to Chicago's **Columbia College**)! Radio legend and newest member of the NAB Radio Hall of Fame, **Larry Lujack** headlines the event, along with Chicago's morning radio superstar, **Jonathon Brandmeier**. As you may know, TalenTrak is the Conclave's one-day air talent seminar designed to improve the performance of any and all personalities who attend. Sessions 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, including **Harv Blain** Vallie-Richards-Donovan/Chicago, **Jerry Boulding** All Access/LA, **Matt Bisbee** Bonneville/Chicago, **Matt Dubiel**, **John Gehron** Harpo Radio/Chicago, **Drew Hayes** WCKG/Chicago, **Randy Hawke** WJJO/Madison, **Michael LaCrosse** 94.7 (True Oldies)/Chicago, **Joe McIntyre** Q96/Champaign, **Jon Mayotte** WEBX/Champaign, **J. Pat Miller** KSRZ/Omaha, **Jay Philpott** WARH/St. Louis, **Joel Raab** Joel Raab & Associates, **Brian Rhodes** Q101 & WLUP/Chicago, **Kevin Robinson** Audience Development Group/St. Louis, **Jim Stone** WXRX/Rockford, former WKTJ/Milwaukee PD **Bob Walker**, **Tony Waitekus** WIFC/Wausau, **Norm Winer** WXRT/Chicago, **Marc Young** WKQX/Chicago, & **Zander** Rockin' 80's/Host! **Bill Klaproth** will once again take the reins as facilitator for this 13<sup>th</sup> TalenTrak! Pre-registration has closed, but there are still walk-up spots available. More information is available at [www.theconclave.com](http://www.theconclave.com).

**Conclave Turns A Paige on Monday!** The Conclave's third

Webinar 2009: The Promotional Year in Preview hosted by **Paige Nienaber** or **CPR Promotions** happens on Monday, November 10th, 2008 at 2:00pm CST. Planning for promotions in the coming year will be the topic and will include many ideas stations can implement in a year that will most certainly include even tighter budgets. Attendees must pre-register, at no charge, at <http://www.theconclave.com>. According to Nienaber, "We'll go Hallmark Holiday by Hallmark Holiday, discussing promotions and events that you want to do and that Sales will want to sell. What a concept. Because if you don't bring them something, they'll bring it to you." Paige Nienaber heads up CPR and promotionally consults, advises and, as he says "corrupts", over 100 radio stations across the US, Canada, the Caribbean and the UK. His previous work includes KGON/Portland, WLOL/Minneapolis, Kiss 102/Charlotte, Wild 94.9/San Francisco. His trademarked intellectual property, named "The Fugitive"© is again available to radio stations. And he recently returned to writing the daily Promotions/Marketing column for **All Access**. The Webinar is free but you must sign up for it in advance. Do so TODAY!! The webinar is sponsored by **CPR!**

As programmers look for new ways to connect with listeners, many are adding personality programming to their stations. Of course the question is: how much personality and how do you find that talent. **Greater Media Charlotte** has published a white paper entitled "Bringing Personality Back to Radio: It Takes More Than Music to Win." In it, they answer questions like: How do you position your station to remain competitive? How do you deliver compelling content while staying true to the musical images of the station? How do you find the talent How do you do it while remaining within budget? In addition to an interesting read, individuals who download the white paper will automatically be entered into a drawing for a free i-touch. To download the white paper, simply go to <http://www.linkradionet.com/whitepaper> to download and enter the contest.

Former **Columbia Records'** Vice President of A/C Promotion, **Elaine Locatelli** is getting married to Walter Pilate today (Friday, November 7th.) Congrats to one of the best in the biz!

As President-elect Barack Obama transitions, word has it that former FCC Commissioner Henry Rivera will lead the transition team for the FCC. "The only things I can tell you is that there will be a release of the folks involved in that. I just can't comment on anything. They told us not to talk to the press." Said Rivera.

### the Conclave Webinars

## 2009: The Promotional Year in Preview with Paige Neinaber!

Conclave



Paige Neinaber  
CPR

Says Paige, "We'll go Hallmark Holiday by Hallmark Holiday, discussing promotions and events that you want to do and that Sales will want to sell. What a concept. Because if you don't bring them something, they'll bring it to you." Paige Nienaber heads up CPR and promotionally consults, advises and, as he says "corrupts", over 100 radio stations across the US, Canada, the Caribbean and the UK. His previous work includes KGON/Portland, WLOL/Minneapolis, Kiss 102/Charlotte, Wild 94.9/San Francisco. His trademarked intellectual property, named "The Fugitive"© is again available to radio stations. Join him **Monday, 11/10 at 2 PM CST**. Presented by CPR!

**Monday**  
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**10**  
**2008**  
**2 PM**

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

## Envision Radio Networks Has Moved!

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The “fleeting expletive” indecency rule was heard by the Supreme Court this week with Solicitor General Gregory G. Garre warning that if broadcasters win, you will surely see “Big Bird dropping the ‘f-bomb’ on ‘Sesame Street.’” Justices Antonin Scalia and John Roberts were on the side of the government, while Stephen Breyer, Ruth Bader Ginsburg and John Paul Stevens think that a fleeting expletive could be acceptable if “it was very, very funny.” Ginsburg cited the Commission’s inconsistency in allowing expletives during “Saving Private Ryan” but not on a PBS documentary about blues musicians. This case is brought forward by FOX television.

The National Religious Broadcasters aren’t happy with remarks made by Sen. Charles Schumer (D-NY) favoring a return of the “Fairness Doctrine.” Schumer told FOX News’ Bill Hemmer that the FCC should regulate political speech the way it regulates pornography. NRB SVP/General Counsel Craig Parshall said, “I was stunned by Sen. Schumer’s suggestion that by keeping filth off the air, the federal government has somehow become empowered to take over the control of legitimate programming content of broadcasters. That paints a very grim picture for the future of broadcasting freedoms, particularly for Christian broadcasters...Free speech should never be sacrificed on the altar of a false choice.”

Rep. Henry Waxman (D-CA) to challenge Energy and Commerce Committee chair Rep. John Dingell (D-MI) to run the panel that has oversight of the FCC and broadcast issues. Dingell is a critic of media consolidation while Waxman has been unpredictable but opposed tougher indecency fines and further relaxation of ownership caps. Waxman says corporate ownership has been bad for Radio. “The largest companies offend the most and care the least about the communities they service; and in which cookie cutter formats and tired predictable programming are the rule” Waxman told the House during a speech four years ago. Waxman also disagrees with the growing trend of advertisers integrating commercial into programming.

NextMedia Classic Rock WRXQ/Chicago PD Freak leaves the building. No replacement named.

The Senate race between former Air America radio host Al Franken and former Hubbard Talk KSTP-AM/Minneapolis and current Sen. Norm Coleman (R-MN) will require a mandatory recount with the two candidates currently separated by .03%. This could get nastier than it already was. Expect results in 4-6 weeks.

CBS Alternative WKRK/Cleveland Prod. god Tony Frazer is out. Harold Wright, the owner of Wright Wradio Country KWEY/Weatherford-Clinton, OK, has won a seat in the Oklahoma State House. Wright, a Republican, also owns Classic Rock KCDL and NT KCLI-AM.

Sirius XM released a 5-year forecast of subscriber counts and revenue, attempting to refinance its crushing debt. Sirius XM expects subscriber growth to hit 19.1 million by the end of this year and 28.4 million by 2013.

Lincoln Financial Country KYGO/Denver wrapped up their CMA Casting Call Contest, where listeners would create a 25-second TV commercial for KYGO and post it on YouTube. Terry Matson won an all-expenses-paid trip to Nashville for the 42nd CMA’s on November 12th while his spot will run on Denver’s ABC affiliate during the awards.

How nice would it be to have wi-fi in your car? Delphi Corporation and AutoNet Mobile have agreed to market and develop a product that will allow you to download entertainment and cruise the internet super-highway while cruising down the actual highway. This technology would create a wi-fi hotspot in your moving car and hopefully eliminate “dropped calls.” AutoNet already offers a similar version in Chrysler, Jeep and Dodge models. This could be the boom Internet radio has been praying for but can also be threatening to Radio where the car may be the last stronghold.

Marketers continue to cut and slash budgets during the economic downturn, but some aren’t. 39% say they will spend more on marketing and advertising next year and 28% said they plan to keep spending at current rates. Three industry forecasters – Barclays Capitol, Myers Publishing and Wachovia –predicted spending for TV, Radio, Magazines and Newspapers would decline in 2009. Here’s to hoping those big three aren’t right.

Citadel AAA KENZ/Salt Lake City PD Mike Peer gets the hack at the end of the month due to budget cuts. Sister Hot AC KBEE PD/mids Rusty Keys adds KENZ duties.

Good Samaritan Educational Radio is donating the un-built construction permit for WKJD/Columbus, IN to Good Shepherd Radio. The noncomm FM will run 1,500 watts at 138 ft. from a tower just outside Columbus, IN.

**TalenTrak Faculty**  
 Bill Klaproth *Trakmaster*  
 Harv Blain *Vallie-Richards-Donovan*  
 Jerry Boulding *All Access/LA*  
 Matt Bisbee *Bonneville/Chicago*  
 Matt Dubiel, Bob Walker  
 John Gehron *Harpo Radio*  
 Drew Hayes *WKMG/Chicago*  
 Michael LaCrosse *94.7/Chicago*  
 Joe McIntyre *O96-WLFH/Champaign*  
 Jon Mayotte *WEBX-WGKC*  
 J. Pat Miller *KSRZ/Omaha*  
 Jay Philpott *WARH/St. Louis*  
 Joel Raab *Joel Raab & Associates*  
 Brian Rhodes *O101-WLUP/Chicago*  
 Kevin Robinson *ADG/Chicago*  
 Jim Stone *WXRX/Rockford*  
 Tony Waitkus *WIFC/Wausau*  
 Norm Winer *WXRT/Chicago*  
 Marc Young *WKQX/Chicago*  
 Zander *Rockin' 80s Host*  
 and more TBA!



Larry Lujack

# TalenTrak

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



Johnny B

**Become a better air talent in JUST ONE DAY!**

**YOUR DAY AT TALENTRAK!**

- 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 Jonathon Brandmeier - Hangin' With Johnny B.**
- 1:30P Aircheck Clinic** (bring a scoped 3-min. aircheck!)
- 4P Moving Forward! Q&A with the TalenTrak faculty, featuring Jay Philpott and "Show Prep Secrets"!**

**Tomorrow!**  
**11/8/08**

**Presented by**  
*All Access*  
*Arbitron*  
*BDS Radio*  
*Envision Radio*  
*Networks*  
*MusicMaster*  
*PromoSuite*  
*RCS/Selector*

**Details at [www.theconclave.com](http://www.theconclave.com)**

Airport Investors is selling their construction permit for FM translator W275BH/Newton, NH to Costa-Eagle Radio Ventures Limited Partnership for \$65k.

Wilks Country WHOK/Columbus, OH PM driver Tyler exits while Wolf moves from mornings to afternoons. The new "Breakfast Club with Ric & Lisa" debuted with a call from VP-elect Joe Biden. Ric segues from sister Country WNKK while Lisa moves from mids. Ric continues to PD WNKK and Lisa will VT mids.

Tyler Media/Oklahoma City Pres./CEO Skip Stow steps down. Stow has also served as GM of the cluster from 2004-07.

Citadel Country KIZN/Boise, ID holds it's annual "Keep Kids Warm On-Air Auction" December 15th-19th and they are already collecting donations and services to auction off. Since 1996, the station has raised nearly \$650k for local families without heat during the winter.

"Enough is enough," said Regent/Windsor, CO OM Mark Callaghan about political ads. The 5-station cluster in Northern Colorado thanked their listeners for continuing to listen through the political garbage by making all five stations commercial free the entire day AND night after election day.

Maverick Media Top 40 WWSR/Lima, OH played the "Biggest Party Songs" of all time for Election Day after receiving a plethora of emails from tired listeners in that battle state.

Ian Blethen returns to Journal Active Rock KQXR/Boise, ID for middays. Blethen was let go six months ago during budget cuts.

Condolences to the family and friends of legendary record label exec. and former president and CEO of Motown Records, Jheryl Busby, who passed Nov. 4th at 59.

**Jobs**

Lincoln Financial Sports KKFN-FM/Denver is looking for America's next great Afternoon Show. T&R to: KKFN-FM, 7800 E. Orchard Rd., Greenwood Village, CO 80111 ATTN: Tim Spence...

MPR Alternative KCMP/Minneapolis needs a Morning Show host. A BA or equivalent experience, plus 5 or more years of relevant professional broadcast experience is required. Cover letter, with T&R to: [careers@americanpublicmedia.org](mailto:careers@americanpublicmedia.org)...

Federated Media Country WBYT wants a PD with a crazy work ethic, great on-air skills and strategic vision. Send your best to: [williams@federatedmedia.com](mailto:williams@federatedmedia.com)...

Radio Results/Coffeyville-Independence, KS seeks a GM/Sales Manager for their 4-station cluster. Proven sales producers or sales managers, make your move up. Email your resume to [rbmahaffey@sbcglobal.net](mailto:rbmahaffey@sbcglobal.net)...

Journal Classic Rock KKCD/Omaha still needs to fill its Morning co-host positions. You will be responsible for the planning and execution of the show's newscasts. All the goods to: [kowens@journalbroadcastgroup.com](mailto:kowens@journalbroadcastgroup.com)...

Cromwell Group/Vandalia, IL is on the hunt for a Sales Manager. If you are interested, send everything to: [JRussell@cromwellradio.com](mailto:JRussell@cromwellradio.com) or [CBullock@cromwellradio.com](mailto:CBullock@cromwellradio.com)...



**"If we're out of people, then let's fire the computers."**