

the  
**Conclave** Presents

# THE TATTLE

Since 1975

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Radio's revenues are up 5% over last year thanks to strong political battles nationwide, increased automotive advertising and an improving economy according to **BIA/Kelsey**. In the fourth edition of BIA/Kelsey's quarterly "Investing in Radio Market Report," the company cites more than 13 markets that will have 9% or greater revenue increases this year, including five top markets; Boston, Philadelphia, Denver, Miami and Tampa. "The radio industry has proven it remains an important component of the advertising mix by reaching local audiences in all demographic ranges," said BIA/Kelsey VP **Mark Fratrick**, Ph.D. "We might be a long way from pre-recession over-the-air revenue numbers, but broadcasters are supplementing those revenues by taking steps to change the landscape by attracting advertisers through online and mobile and also by extending their signals to attract new listeners." *Comment: We needed a little good news, going into the holiday season and it looks like BIA/Kelsey is providing it. It is especially good news if indeed Fratrick is correct that radio has stepped outside its comfort zone, exploring – then mining – the potential we've seen existing for so long in mobile and online opportunities. That, as opposed to radio's previous method of putting more money to its bottom line...by firing employees. Let's hope corporate radio can avoid the massive layoffs that had unfortunately been a characteristic of the radio holiday season for the past few years. Our fingers are crossed! - TK*

In a recent **AdWeek/Harris** poll asking "Which of these do you tend to ignore or disregard the most?" Radio came in 4<sup>th</sup>. Respondents picked Internet Banner Ads as "most ignored" with 43% choosing that form of advertising. "Internet search engine ads" were second, with 20%, 14% choosing TV ads and just 7% picking radio's advertising as something they tune out. "Despite having come of age with the Internet, the survey's 18-34-year-olds were about as likely as their elders to pick banner ads as

the genre they ignore the most (42%)," wrote AdWeek. "Likewise, 21% of the 18-34s said search-engine ads are the genre they're likeliest to ignore. While advertisers might think of the 55-plus crowd as a completely docile TV audience, that age group had the highest proportion of respondents picking TV ads as the kind they ignore the most. 20% of the 55+ crowd made that choice, versus 9% of the 18-34s, 13% of the 35-44s and 14% of the 45-54s.

**Clear Channel** re-ups **Ryan Seacrest** with a reported 3-year \$60 million deal. Seacrest, the Top 40 KIIS/Los Angeles morning man, syndicated "On-Air with Ryan Seacrest" and American Top 40 host was expecting to scale back his commitment to radio when his old contract, worth \$35 million, expired at the end of the year. Now, Seacrest will further commit to radio, agreeing to develop new radio content for syndication via both traditional and digital media. Seacrest will also create a joint venture with the company to explore the creation of a record label, music publishing business and live concert series. This new deal gives Seacrest control over some of the advertising sales for his radio shows, also giving him the ability to embed his own marketing partners into the programming. Seacrest's deal is the second large check Clear Channel will write, as CC Pres./CEO **John Hogan** also re-upped for \$1 million a year through January 2014.

As reported by **Tom Taylor's** TRI this week, in a letter to the editor at **Radio Magazine**, app developer **Jim Barcus** says he's been creating apps for stations via **iTunes** since April with no problems – until now. He says that on November 10, **Apple** rejected ten such applications, asserting that "single-station apps are the same as a FART app and represent spam in the **iTunes** store." Barcus says since that date, "many more iPhone apps" have been rejected and that Apple reps are sticking to their script about a single-station app not being an enriching experience for the user. Jim disagrees and cited the number of downloads. He says Apple's new policy appears to be aimed at forcing stations to become part of an aggregated app. He also concludes that after writing **Steve Jobs**, "I really don't think he cares about radio stations at all." So, Taylor contacted **JacAPPS** principal **Fred Jacobs** at **Jacobs Media**. Fred said, "Since November 10, we've had two brand-new single-station apps approved, and four updates of single-station apps." Fred watches the usage carefully and says "one of our new apps, RadioU, is one of the hottest things in the App Store during this weekend." So, it's unclear what's up with single-station apps – but some of them sure seem to be getting through.



## Arbitron Client Conference Goes Virtual

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*Note: The RCS Music Scheduling/Media Monitors User Conference & the Jacobs Media Summit will not be broadcast virtually.*

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

Radio industry analyst and consultant **Mark Ramsey**, along with **VIP Research**, created a poll that found a large majority of radio listeners 10-54 do not seek out mobile or smartphones with FM capabilities. They indicated that they purchase phones for other reasons and that having built-in radio doesn't really matter. When asked "When you last shopped for a mobile phone, did you specifically look for a phone that contains an FM radio or not?" 88% said "No," 4% said "Yes," and 8% said it didn't apply. When asked why they didn't look for mobile phone containing FM radios, 83% said they wanted a particular phone regardless of whether it had FM and the rest weren't look for their phone to play radio. Of those who did look for phone with FM radios, 83% bought one, 28% didn't and 3% didn't know. "FM radios can literally be built into anything," Ramsey wrote in his column. "If you built it in a toaster, consumers might well say they'd use it. That's not the issue. The issue – from the standpoint of manufacturers who must safeguard the feature set and user experiences and unique selling propositions of their devices – is what will motivate consumers to purchase their device over any other. "Now, you might argue 'Well, sure some mobile phones contain FM radios, but not that many'," he continued. "Isn't this the same supply-based logic that confounded the radio industry at the time HD radio was introduced? The notion that 'if we build it they will come' was wrong then and is wrong now. And when it comes to devices and electronics, it's wrong – period." *Comment: It has been pointed out by others that Ramsey has been cool, if not downright negative, to the whole idea of FM in smartphones. So, these findings may be received with a wary eye. Those who know a lot more about research than we do say they're skeptical about questions posed to respondents about items they DON'T have currently in their array of "stuff". How do you know someone wants or doesn't want something that isn't very readily available? We say, if radios placed inside mobile/smart phones have the potential of increasing audience, as an industry, we'd be foolish not to seriously explore that potential... which is exactly what the NAB has proposed as part of the PRA discussion. - TK*

**Arbitron's** 2010 Client Conference and Urban PD Clinic will be available online to all clients. Registration for the virtual conference is \$49 and allows attendees to view and participate in the Urban PD Clinic on December 7<sup>th</sup> and the Arbitron Client Conference on December 8<sup>th</sup>, along with several online-only sessions focused on diary markets. The virtual conference will be archived for 90 days so those clients able to join Arbitron in Baltimore, MD for all 3 days will also be able to access the archived conference, including online-only sessions devoted to

diary markets, at no additional cost. To register, visit [arbitronclientconference.com](http://arbitronclientconference.com).

Congratulations to **Entercom** Hot AC WMYX/Milwaukee for raising just over 212,000 pounds of food for "Feeding America" at their "Stuff the Bus" event. That's 10,000 pounds over their goal!

The next Conclave Webinar, Tue 12/14 at 2P CST – **Warren Kurtzman/Coleman Insights**. Topic: PPM. Details soon!

Wisconsin owner **Dave Magnum** paid \$750k for an AM/FM combo in Portage. Magnum already has on station licensed there, though he's filed to re-license it (Country WBKY at 95.9) to Stoughton. He also has radio stations in Wisconsin Dells, Reedsburg, Kewaunee, Tomah and low power TV stations in Tomah, Elk Mound and La Crescent, MN. The stations in this latest deal are Portage-licensed oldies WPDR (1-kw daytime, 41 watts at night on 1350) and Class A Country WDDC at 100.1. The seller, **Michael Oberg**-run **Zoe Communications**, owns five other Wisconsin stations including hometown WCSW, Shell Lake (940).

**Average Joe Entertainment**, home of **Colt Ford**, **Brantley Gilbert**, **Josh Gracin** and **Corey Smith**, has named **Tom Baldrice** as President. A Minnesota native, Baldrice spent many years in radio, joining **BNA Records** in 1993. He became VP/Promotion for BNA in 1997 and VP/Marketing in 2006. Baldrice's spent 17 years at **Sony Music/Nashville**.

**Clear Channel** AC WLYT/Charlotte has found its new PD, replacing **Nick Allen**, who exited in October. OM **Bruce Logan** says the new PD checks in from Tucson, AZ where she worked as OM for **Journal**, including four radio stations and two TV stations.

**Saga** Country WIXY/Champaign, IL promoted APD **Andy Roberts** to PD.

**Clear Channel** AC WHOF/Canton, OH morning talent **Gary Rivers** is out.

**Don Nordin** is out as PD of **Cox'** WSFR & WVEZ/Louisville. And yes, this is the same Don Nordine (he began using the birth spelling of his last name a few years ago) who began his career as an **Ingstad** programmer in markets like Grand Forks & Sioux Falls.

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Is your New Years resolution to find a new gig? **Vallie Richards Donovan Consulting** is looking for programming and on-air talent for positions at clients stations. Said Harv Blain, "If you are looking to move up in market size, or if you want to find a more challenging opportunity, we want to hear from you. We're on the lookout for AC and Top 40 PD's and air talent for all shifts in a variety of market sizes. Email your resume, air check/station composite (NO web links) and references to [vdjobs2011@gmail.com](mailto:vdjobs2011@gmail.com). Very important — in the subject line state the position and format you excel at (AC-PD, Top 40-PM Drive, etc.). Sorry no phone calls. Client stations are equal opportunity employers."

**RTN Contemporary Christian KWND/Springfield, MO** is seeking a PD. Interested candidates should send cover letter, resume and samples to Program Director Position, 88.3 The Wind (KWND), 2550 S. Campbell, Springfield, MO 65807, or by e-mail to **Chalmer Harper** at [chalmer@kwnd.com](mailto:chalmer@kwnd.com).

**Clear Channel Minneapolis/St. Paul** is searching for an experienced and dynamic General Sales Manager to lead and grow revenue for one of the country's premiere sports talk stations KFAN AM (broadcast home of the **Vikings** and the **Minnesota Timberwolves**), and KFAN.com, as well as our 100,000 watt FM News Talker KTLK-FM. You will need to have a track record of growing high performing teams of integrated marketing experts. You must possess the ability to push your team to excel in developing new business utilizing a multi-platform selling approach with an emphasis on growing the digital revenue line. This is a highly promotional-driven group that needs a creative, pro-active and strategic thinking leader. This position is not for a 'hands-off'/sit behind the desk manager, but for a leader who is out on the street, making calls with our sellers and has a strong track record of recruiting the best sales talent in the industry. Minimum Requirements - 3+ years of radio sales management experience preferably in a major market, high revenue setting. Qualified and interested candidates should email: <mailto:minneapolisemployment@clearchannel.com>. Please put "General Sales Manager" in the subject line.

**Entercom Indianapolis** seeks a highly organized and motivated individual to assist the sales and sales management team. Candidates must multi-task and adhere to high-paced deadlines. Responsibilities include the creation of sales proposals and marketing materials; generating reports, planning meetings, maintaining database records, and serving as a liaison between sales representatives and their clients. Ideal candidate should possess strong computer skills, including PowerPoint and Excel; experience with graphic design a plus. If you are a qualified candidate, please go to <http://www.entercom.com> and click on "Careers" to apply.

**Clear Channel Media** Cincinnati's #1 rated and legendary talk powerhouse, the Nation's Station, 700WLW has a once in a lifetime opportunity as its Program Director. News/Talk/Sports experience a must and should be fluent in traffic and weather. This star studded line up

most programmers can only dream of. Email resume and demo to: <mailto:kelleysnyder@clearchannel.com>

**88.3 The Wind (KWND, Springfield, MO)** desires to help the Ozarks become a better place to live and raise a family. We are seeking a Program Director who is passionate about cultivating a place where faith and life intersect. If you are a highly motivated team player with leadership skills, a drive to learn, grow, and become a top-rate PD, then the beautiful Ozarks may be calling your name. Females and Minorities are encouraged to apply. 88.3 The Wind (KWND) is a part of the Radio Training Network, which has a long track record of equipping and investing in its employees. If you believe you are this person, send Cover Letter, Resume, and Samples to: Program Director Position, 88.3 The Wind (KWND), 2550 S Campbell, Springfield, MO 65807 or <mailto:chalmer@kwnd.com>

**Red Rock Radio** in Duluth, MN is seeking a versatile and efficient jock to manage our production department and track shifts on three FM stations including Hot A/C, Active Rock, and Classic Rock. Ideal candidate will be entertaining, relatable, topical and fun - both on the air and in social networking. Creative minded and adept at using Cool Edit Pro. Email your materials to: <mailto:jobs@redrockradio.org>.

**Classic Country 1210 KGYN-A/Guymon OK-Liberal KS (US Country 1210)** is looking for a sales rep/play by play host. Duties include maintaining an already developed sales list plus cold calling. You will also handle high school football and basketball play by play. Interested? e-mail resume and mp3 to... <mailto:jnavarro@kgso.com>

Chicago's premier urban talker needs a bright energetic creative experienced account executive. Candidate should understand conceptual selling, event marketing and have established direct and agency relationships. We are seeking a motivated and committed visionary who will value our niche product and who knows where to find multi-cultural dollars. We are looking for an aggressive and passionate professional who has the confidence, drive and desire to work among the best, and are capable of creating marketing campaigns. This position is directly responsible for acquiring new clients and advertisers for the station. The candidate will be responsible for supervising sold programs through both the execution and collection phases. We are looking for an energetic self-starter who is proactive in driving revenue, increasing client base and selling marketing solutions. On a daily basis you will be expected to use your self-motivation, understanding of marketing principles and enthusiasm to prospect and develop new business leads, manage existing accounts and close deals. If you have the relationships we have the above average commission. Please e-mail your resume to <mailto:resumes@wvon.com>

**STAR-FM (KXDR-FM) in Missoula, Montana** is looking for a PART-TIME Morning Co-Host. Hours: Monday through Friday from 6A to 9A. Wage \$8.50/hour. Prior experience is encouraged, but not required. We're looking for someone who brings passion, spirit and focus to work everyday along with quick wit, humor and a daring personality. Please apply for this job if you understand that the keys to winning are strategic thinking, daily discipline and having fun with your co-host and co-workers. Knowing how to connect with our audience is one of the biggest aspects of this position. Other requirements include dependability, reliable transportation and excellent computer skills. Knowledge of and interest in social media and social networking; ability to gather and rewrite news/entertainment stories; ability to read proficiently and speak clearly; ability to lift at least 40 lbs. **Cherry Creek Radio** is an equal opportunity employer. Females and minorities are strongly encouraged to apply. Deadline December 31, 2010. Questions, resumes and mp3 airchecks may be directed to <mailto:ddewitt@cherrycreekradio.com>.

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AIResearch Coordinator wanted for **Clear Channel Radio Minneapolis/ St. Paul, MN**. SUMMARY: Works with and supports entire radio sales division to proactively develop research and sales positioning materials. Help identify and gather strategic research for specific client presentations. Works to assist sellers and sales management in the development of integrated research with all Clear Channel properties. High school diploma or general education degree (GED). 3 years experience in research and presentations preferred. Please e-mail resume, cover letter and salary requirements (ALL A MUST). Subject Line should read: Research Coordinator. DO NOT SEND ATTACHMENTS. They will not be opened. Cut and paste your resume in the body of the email. Send to: [mailto:minneapolisemployment@clearchannel.com](mailto:mailto:minneapolisemployment@clearchannel.com)

My 101.7, WHOF-FM in Canton, Ohio is searching for our next morning show star. We are a gold based AC, and are looking for a full service morning show. Can you entertain, inform, and be the positive voice for our community? We aren't looking for yuckers or prerecorded comedy bits. Be real. Be Fun. Canton is a great place to live and work, you could be a big fish in a small pond. Ideally the next host would have 3-5 years of a morning show experience. Perhaps you are looking for your next opportunity, or for a place to wrap up a career. We'd like to find an employee who could be here to build a legacy over the next few years. This job won't be easy, you'll be replacing a show that was traditionally Top 2 25-54, visible and popular in the community. Send all materials to [mailto:cantonmornings@gmail.com](mailto:mailto:cantonmornings@gmail.com) please keep attachments to under 6MB. Mail to: WHOF- FM, 7755 Freedom avenue NW, North Canton, Ohio 44720 attn **Keith Kennedy**

Regional Hot AC in smaller-but-rated market open to your submission if you're ready to do a morning show. Quality, stable company with excellent facilities. Its a gateway opportunity for an emerging morning talent. E-submissions only please: [mailto:tim@audiencedevelopmentgroup.com](mailto:mailto:tim@audiencedevelopmentgroup.com)

A top-rated, award winning upper Midwest radio news/talk/sports leader seeks an overnight board op/producer/website maintenance person. The position is open to anyone with on-air board-operation ability and experience at website maintenance. Forward aircheck and resume to [mailto:jack@kfgo.com](mailto:mailto:jack@kfgo.com) or **Jack Sunday**, 1020 25th St. S., Fargo ND, 58103

Sports KGSO-AM and News/Talk KQAM-AM/Wichita is looking for part time board operators. Hours will vary including weekday afternoons, nights and weekends. If you're interested, send your resume to...[mailto:jnavarro@kgso.com](mailto:mailto:jnavarro@kgso.com)

Small market station in Colorado is seeking a sports director. Play by play experience a must. Duties will include daily sportscasts, play by play broadcasts of high school sports. ( Including football, volleyball, softball, basketball, wrestling, baseball). Will include extensive travel. Send audio and resume to [mailto:wayne@medialogicradio.com](mailto:mailto:wayne@medialogicradio.com)

Great opportunity with a locally-owned company, in an amazing city. **MWF Broadcasting** in Madison, WI has an immediate opening for a Traffic Reporter and news person. The proper person will accurately report morning drive traffic on the biggest stations in the market from our traffic studio; complete with scanners, traffic cams, and all the tools needed to do the job well. This position also includes producing and hosting news hour for WTDY. Broadcast experience, traffic reporting experience, news experience, and computer skills required. Qualified candidates should be creative, imaginative, have good communication and organizational skills. The candidate should have the ability to meet deadlines and handle multiple projects. Qualified candidates will portray a positive attitude and strong work ethic to ensure a productive and successful environment with the company. In addition, knowledge of the Madison Radio Market is considered a plus, but not required. Mail or e-mail air-check and resume to: Mid-West Family Broadcasting, Attn: **Rex Charger**, WTDY PD, 730 Rayovac Dr., Madison, WI 53711. [mailto:rex@wtdy.com](mailto:mailto:rex@wtdy.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 Wednesday evening for Thursday publication. No calls unless otherwise specified.



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