

the
Conclave Presents

THE TATTLE

Since 1975

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According to **Courthouse News Service**, U.S. Bankruptcy Court Judge **Kevin Carey** would approve the four different reorganization plans submitted in the **Tribune Co.** case to allow creditors to choose one in a vote. The judge ordered the plans, statements, and cover letters be edited to moderate their tone and remove certain references. Voting on the proposals begin December 22nd, with a hearing in early March. In addition, a motion by debtors allege that former company CEO **Randy Michaels** deleted e-mails and other data from his company-issued laptop and had used a program he downloaded from the internet to wipe the e-mails off his computer. The motion, filed Friday (12.3), charges that forensic examination by an expert in data recover by Michaels' laptop and an Android smartphone also issued to him turned up no recoverable material. Michaels, alleges the motion, confirmed in an interview with the debtors that he had used a program called **Eraser** to wipe the computer's hard drive, and then reinstalled the operating system, deleting the information "multiple times to ensure that they would be deleted." Some e-mails were recovered from the company's e-mail server and backup tapes. The debtors want Carey to order discovery of a wide range of materials and devices that may be in Michaels' possession.

According to *Radio Business Report*, **Arbitron** announced that it has renewed its ratings contract with its largest customer, **Clear Channel Radio**, through 2016. That, along with the recent deal with PPM holdout **Univision**, has prompted Arbitron to update its guidance to Wall Street. Arbitron now says it expects 2011 revenues to rise 6-8% from 2010 levels. That's an improvement over the current First Call analysts' consensus of 5%, so Arbitron's stock price is likely to get a boost on Thursday. With 2010 almost in the books, the ratings company says revenue gains will be at the lower end of its previously announced range of 2-6% growth from 2009 revenues of \$385 million. Clear Channel accounted for approximately 19% of Arbitron's revenues in 2009, making it far and away the company's largest radio ratings subscriber.

Arbitron's RADAR® 107 National Radio Listening report, due December 13th, will show an increase of 3.3 million radio listeners 12+ per week over last year. The number of 12+ Persons listening to radio each week now reaches an estimated 239.8 million — 93.2% of all Persons 12+. Radio listening also increased across major demographics, with Adults 18-34 showing the biggest gains, increasing nearly 960,000 in the past year. Adults 18-49 grew by more than 800,000 and Adults 25-54 gained more than 750,000 in the same period. Meanwhile, Teens 12-17 averaged a weekly increase of 365,000 over last year's report. RADAR 107 found listening by over 92% of all Teens 12-17, by 94% of Adults 18-34 and by 95% of Adults 18-49 and 25-54. Radio continues to reach more than 93% of Black (non-Hispanic) Persons 12+ and more than 95% of Hispanics 12+ on a weekly basis. Hispanic listeners 12+ grew more than 1.4 million. On average, 177,000 more Hispanic Teens 12-17 tuned in to radio in 2010 vs. '09. Black (non-Hispanic) and Hispanic Adults 18-49 showed an increase of 165,000 and 834,000 respectively.

But what is so good for **RADAR's** report on Radio may not be so good for **Arbitron**. The **Media Rating Council** has withdrawn its accreditation for Arbitron's RADAR and Nationwide Network and National Radio Audience services. The withdrawal is effective with RADAR 107 and also includes the Fall 2010 Nationwide report, scheduled to be released in March. The MRC informed Arbitron that its Board of Directors elected to withdraw accreditation because the two services incorporate data from an increasing number of Portable People Meter markets that are not accredited by MRC. Of the 43 markets where PPM is currently commercialized, only those data produced by the PPM services in Houston-Galveston, Riverside-San Bernardino and Minneapolis-St. Paul are accredited. Arbitron says, "Because the withdrawal of accreditation for RADAR occurred late in the production cycle for the release of the RADAR 107 estimates, representation of accreditation from software, data files and related materials will not be removed. Arbitron will directly inform all subscribers to the RADAR 107 data of the change in accreditation status." Arbitron also "intends to continue to use commercially reasonable efforts in good faith to pursue MRC accreditation of its PPM ratings service in each market where it has commercialized or is currently scheduled to commercialize the service, regain MRC accreditation of the RADAR and Nationwide services, and maintain MRC accreditation of currently accredited PPM, diary and software services. Arbitron continues to comply with the minimum requirements of the MRC Voluntary Code of Conduct.

the
Conclave Webinars

Debunking The Myths of PPM

Join Coleman Insight's Warren Kurtzman for the next Conclave webinar - **DEBUNKING THE MYTHS OF PPM**, a presentation that sheds light on many misunderstandings about how to position, program, promote and market radio stations under electronic audience measurement - on Tuesday, December 14th at 2P CST. This webinar will teach you about the stability of PPM measurements, what PPM can and cannot tell you about your station's content, the tension between branding and content execution and more. There will be a Q+A period following Mr. Kurtzman's presentation. This webinar will be moderated by Conclave Board of Directors member Jay Philpott of 106-5 The Arch/St. Louis. The webinar is free, but pre-registration is necessary clicking on <https://www1.gotomeeting.com/register/122501144>.

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

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**TUESDAY
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at

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

Join **Coleman Insight's Warren Kurtzman** for the next **Conclave** webinar - **DEBUNKING THE MYTHS OF PPM**, a presentation that sheds light on many misunderstandings about how to position, program, promote and market radio stations under electronic audience measurement - on Tuesday, December 14th at 2P CST. This webinar will teach you about the stability of PPM measurements, what PPM can and cannot tell you about your station's content, the tension between branding and content execution and more. There will be a Q+A period following Mr. Kurtzman's presentation. This webinar will be moderated by Conclave Board of Directors member **Jay Philpott** of 106-5 The Arch/St. Louis. The webinar is free, but you need to pre-register by clicking on <https://www1.gotomeeting.com/register/122501144>.

The **FCC** doesn't regulate content beyond indecency and children's TV programming requirements, but former Conclave keynoter **Rev. Al Sharpton** wants the commission to stop **Rush Limbaugh**. Sharpton is telling media outlets that he will meet with the FCC next week to demand that the **Premiere Radio Networks** host be removed from the air. Sharpton, a syndicated talk show host himself and rival of Limbaugh's, told **MSNBC's Ed Schultz**, another Limbaugh rival and like Sharpton, another former Conclave keynoter, "We're going to see the FCC next week. We're not going to stand by and let publicly regulated radio and television just go for marketing and promoting this kind of racism...(Limbaugh) has the right to say whatever he wants to say, he does not have the right to do it, though, on publicly regulated airwaves. The FCC has the responsibility to set standards, to say the public cannot be offended based on their race or their gender in this country and use federally regulated airwaves that they give licenses to that are very competitive and the FCC is very selective based on standards." What they should do is they should establish what is the guidelines where you go over the top," Sharpton said. "You can't say in the name of free speech, you can say anything you want when you can't do anything else you want on radio stations and on television stations... We're not talking about stopping free speech, we're talking about if FCC is very cautious and deliberate in who they give licenses to... they can clearly say that part of that has to be that you're not taking part in the public and playing off against one another, and we give you a license to do it. So we're not telling Rush don't say what he wants to say, say it at home, don't get on publicly regulated radio and television that are selectively given licenses and do it to offend people because of their race or their gender."

REGISTER NOW – SAVE MONEY! The Conclave Learning Conference for 2011 is July 13-16, 2011 - with an incredible tuition offer to go with it. 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**. 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. The "earliest-bird" tuition for the 2011 Learning Conference is still priced at just \$149 – the lowest, most affordable registration fee of any industry conference announced in 2010 OR 2011! Registration is being taken now via the Conclave website, <http://www.theconclave.com>. But hurry, the \$149 tuition expires on 12/31/10...just a couple weeks away!

WKNR(AM) Cleveland OH, licensed to **Craig Karmazin's Good Karma Broadcasting LLC**, has been nailed for not following the **FCC's** broadcast contest rules, making it liable for a punitive forfeiture. The station got into trouble when a contest languished for 20 months without producing a winner. The sports station was running a contest called "Who Said That" in which a mystery voice is played over the air and station listeners get a chance to win prizes by responding correctly over the phone or via email. The key rules were broadcast, and a more detailed set of rules was available on the station's website. Things changed in the contest to identify the final clip in the contest. From the fall of 2007 until the contest's conclusion 9/4/09 nobody was able to claim the prize. The station kept adding prizes to the pot. However, some of the prizes were no longer available due to the passage of time. But the station never noted this fact on air. The fact that the rules as posted on the web noted that some prizes may be replaced with others due to unavailability at the time of awarding was deemed not to remedy the fact that this was never announced over the air. Even the fact that **WKNR(AM)** replaced the prizes with others of equal value was deemed insufficient to remedy the situation. All of this runs contrary to FCC statute, and the result: a \$4K fine.

TRN-FM and **Dial Global** partner a new multi-year deal to syndicate a revamped version of **Erich "Mancow" Muller's** morning show. "The Mancow Experience" will focus on the entertainment industry, with features on music, movies, TV shows, comedy performances and other related topics. The show has been repositioning over the last month and will add a new on-air crew of sidekicks, with interviews and tryouts currently underway. The show will continue to air during the same 5:30a-10a (CT) slot.

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FCC Commissioner **Michael J. Copps** returned to one of his common themes, proposing that the present broadcast licensing process be replaced with a "public value test." Copps said the test "would get us back to the original licensing bargain between broadcasters and the people: in return for free use of airwaves that belong exclusively to the people, licensees agree to serve the public interest as good stewards of a precious national resource." Copps plan, delivered in a speech at **Columbia University**, proposes "quantifiable" "meaningful commitments" to news and public affairs, 25% prime-time local/independently produced programming requirements, plans for emergency and disaster coverage and the disclosure of those paying for political ads. He suggested that the test be administered every four years with a probation process for stations that fail.

Art Vuolo's video from the **2010 Motor City Radio Reunion** is now available with proceeds going to help fund the reopening of the Detroit Belle Isle Aquarium and to offset expenses. The event was hosted by Detroit radio legend Dick Purtan and featured many personalities from over the decades. A 9 1/2-minute preview is online along with ordering information at mccr2010.com. Copies can also be ordered via check or money order for \$24.99 plus shipping and handling (discounts for multiple orders), payable to MCRR and sent to MCRR DVD, PO Box 1037, Royal Oak, MI 48068-1037.

Congrats to **Clear Channel** Country KEEY/Minneapolis for raising \$802,160 for **St. Jude Children's Research Hospital** during their 18th Annual Country Cares Radiothon. K102 listeners have now raised a total of \$16 million in the 18 years of radiothons for St. Jude.

Congrats to **Clear Channel** Top 40 WVKS/Toledo for collecting 1571 toys valued at \$31,420 and donations of just over \$3,000 in cash during their "Toy-A-Thon" last Saturday (12.4)!

In recognition of **Orion Samuelson's** 50 years at **Tribune** Talk WGN-AM/Chicago... The City of Chicago honored the longtime Ag reporter at an honorary street naming ceremony Thursday (12.9). The southwest corner of E. Illinois Street and N. Cityfront Plaza Drive will be named "Orion Samuelson Way," with a sign on the same pole for "Bob Collins Way," dedicated to Collins in 2000 after his death.

Clear Channel names **Brian Burns** PD of Country WOBB/Albany, GA and Country WSTH/Columbus, GA. Burns has previously programmed stations Kansas City, Raleigh and Buffalo. Burns was also on the board of directors at The Conclave conference in Minneapolis and has spent time as a consultant.

Clear Channel Talk KNRS and Talk KACP-AM/Salt Lake City PD **Greg Foster** has been tapped as the new AM Ops Man at sister Talk KOA-AM, Talk KHOW-AM and Talk KKZN-AM/Denver.

Delmarva Top 40 WSTW/Wilmington, DE night jock **Mike Shaffer** resigns to become the new night slammer at **Journal** Top 40 WWST/Knoxville, TN effective January 3rd. Shaffer was previously APD/MD/PM drive at **Leighton** Top 40 KCLD/St. Cloud, MN before joining WSTW for nights on September, 30th.

Steph Duran joins The Arch/St. Louis for PT/weekends. She had previously done airwork for Movin 101.1 and Y98 in St. Louis.

St. Louis fixture **Ed Goodman** is leaving mornings at CBS AC KEZK/St. Louis, where he's been since 1992. Goodman will stick around through Christmas.

Lynn Van Orsdale (known to many as **Lynn Wells** from her days on air at KQRS in the 80s) is fighting thyroid cancer and is set for an operation at the **Mayo Clinic** on Monday (12/3). According to her husband **Michael Van Orsdale** (Van-O), doctors caught this early and are giving her an excellent chance at a full recovery. Good wishes and prayers for a speedy recovery can be sent to Lynn via email at: <mailto:lynnvanorsdale@edinarealty.com>



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The **CBS Radio-Cleveland** Cluster Stations of WDOK-FM, WNCX-FM, WQAL-FM and WKRK-FM are accepting applications for Sales Account Executive positions to prospect and develop new clients. Primary responsibility is to sell advertising time to new and current clients. This position involves prospecting on the telephone and in person as well as developing advertising solutions using the power and reach of our stations. Previous sales experience is desired, but transferable work skills will be considered. Energy, enthusiasm, a strong desire to succeed and reliable transportation are a must! Apply online: <http://www.cbsradio.com>

CBS Radio Cleveland is looking for a proven leader with a track record in sales and management. Responsibilities include leading, hiring, training and managing the sales staff to achieve sales budgets and outpace the market, increasing revenue by developing creative sales opportunities, managing inventory, pricing effectively and maintaining client relationships. Successful candidates must be performance driven and results oriented with excellent communication, analytical and organizational skills; Must be an excellent recruiter and developer of talent. Apply online: <http://www.cbsradio.com>

WQAL Cleveland has an opening for an afternoon drive personality. Our former host **Jen Toohey** was promoted to the morning show. Do you have great production skills? Are you obsessed with social media and pop culture? Then we want to hear your audio sample at jobs@q104.com Apply online <http://www.cbsradio.com>

KMZU in Carrollton MO has an opening available for a full-time news anchor/reporter. We are looking for somebody who loves local news and wants to be first with every story they pursue. Hours and position could vary based on your experience, but most likely would be 2pm - 10pm Monday through Friday and 5am - 12pm Saturday. Annual salary for the position is likely to be in the low to mid 20's. As a full-time employee you would have access to health, dental, retirement and vacation. We are a 100kw FM station in a town of about 5,000 people roughly an hour east of KC.

Our three station cluster has been family owned for more than 20 years. The owner's office is next door to mine, and he is at work every day. Members of our four person news team attend council, school board and county commission meetings, etc. over a multiple county area. Your duties would include anchoring evening and weekend newscasts along with assigned meetings and breaking news coverage. We use Adobe Audition, WireReady and Enco DADS. This is a very regional station with live newscasts from 5:30am - 10pm. Our newsroom will be adding positions and expanding into live news 24 hours a day in the late spring or early summer of 2011. We take local news very seriously, and outside of the on-air staff (we also have live announcers 24/7/365) it is the biggest department in the building. Our ideal applicant would enjoy covering news and meeting community leaders in the area. A belief that audio makes any story better would treat you well here, and it is important to understand that what we do on the air is only part of the job - we also want to intensify our efforts on the web and through social media. Solid writing, reporting, interviewing and anchoring skills are desired. I realize this is an entry level type salary/position and we are happy to help you grow your skills. A willingness to take direction and display a rock solid work ethic is required. We would love to hear from you if this position sounds like the right fit for your current career path. Please send a resume, a newscast, writing samples and anything else you would like to submit to chrisc@kmzu.com.

Today's Lite Rock B103 is searching for **Sean Henry's** next morning co-host. Join an established morning show in a city not far from Chicago, Madison and Milwaukee. Send an MP3 and resume to: **Timothy Crull** timcrull@maverick-media.ws.

If you have a great understanding of small market radio and a passion for community involvement, perhaps we should talk. I'm looking for an announcer and morning personality to take "The Peak" to new heights. This FM, Hot A/C station in the Rocky Mountains (Salida, Colorado), is well known and one of our most popular stations. The perfect candidate "MUST" be willing and able to sell as well. If you have on air and SALES experience (you'll hit the streets at 9am) and are the very best at what you do, please contact **Ron Gates** ron@kvrh.com.

Looking for a male and female co host for a new HOT A/C morning show in medium sized mid west market...I'm not looking for a host! So please don't send me your host tape...I'm looking for a female co host and a 3rd! I don't care about your radio experience for the 3rd just be funny! If you have what it takes...send me your stuff! pdrossman@gmail.com

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Three Eagles Communications is looking for candidates for possible future openings in Minnesota. News experience preferred. PD experience and play by play experience a plus. Send resume and audio to <mailto:mnradio70@yahoo.com>

Sheboygan, WI – a beautiful lakeside market situated between Milwaukee and Green Bay. Sheboygan, WI – Major golf tournaments, brat fries, friendly people and a Programming Opportunity for you! I'm looking for an experienced programming leader for Country; B93-WBFM and Rock; 106.5 The Buzz. The previous manager has accepted a position in Chicago radio; which creates your option to find happiness here. Owned by **Midwest Communications**, a privately run company, you'll get the tools to win in a motivated, positive atmosphere. Yes, we have fun! Music scheduling knowledge is essential along with good organizational skills and on air ability. Send your resume and audio to Market Manager **Jon Schweitzer** at <mailto:jon.schweitzer@mwcradio.com> or mail at P.O. Box 27, Sheboygan, WI 53081.

Cumulus Broadcasting Green Bay has an immediate opening for an experienced Morning Personality with programming skills. This individual needs to have the ability to relate to an active audience and be female friendly with content. Strong production/imaging skills, outgoing personality and positive attitude must. Candidate will be the primary station personality. Experience with Adobe Audition/Cool Edit Pro. E-mail package to <mailto:jimmy.clark@cumulus.com> Package to consist of show audio, imaging samples, resume and track record.

Clear Channel's St. Louis cluster, which includes Country KSD, is seeking an OM for the six stations, following the exit of Mark Anderson, who is headed to CBS Radio/Pittsburgh. The position will include programming duties for two of the stations and requires a "minimum of five years' consecutive on-air experience and five years' success in programming." Resumes may be sent to Pres./Market Mgr. **Beth Davis** at <mailto:bethdavis@clearchannel.com> or Clear Channel St. Louis, 1001 Highlands Plaza Dr. West, Suite 100, St. Louis, MO 63110.

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 <mailto:vrdjobs2011@gmail.com>. Very important — in the subject line state the position and format you excel at (AC-PD, Top 40-PM Drive, etc.).

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.

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