

the  
**Conclave** Presents

# THE TATTLE

Since 1975

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*This week, The TATTLE continues reprinting stories found in our industry's trades and websites regarding the 2011 Conclave Learning Conference. This week, we'll share RAIN's reflections of the RAIN Summit Midwest, including the Lee Abrams Saturday keynote. And then, we review a variety of Clave nuggets of knowledge as found on the pages of RAMP. But first, some photos of the Rockwell Award Luncheon, held Friday July 15th.*



**Conclave Agenda Chair Harv Blain (R) presents CBS Radio VP Scott Herman (L) with the Conclave Rockwell Award. Scott accepted on behalf of Dan Mason, whose plane was delayed for the event.**



**Harv Blain presents the Rockwell Award to Maureen Rivers, who accepted on behalf of 2011 recipient Steve Rivers.**

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## **RADIO LEGEND LEE ABRAMS INSPIRES ATTENDEES TO REINVENT THEIR APPROACH TO RADIO, NEW MEDIA**

The 36th annual Conclave was three days of intense learning and networking, and those who persevered for the finale on Saturday heard expert insight at RAIN Summit Midwest about radio's online future. In spite of some challenging weather on Friday, the Summit was a big success and RAIN would like to thank all speakers, panelists, sponsors and attendees. The afternoon featured engaging and thought-provoking discussions, not least of which was Lee Abrams' keynote presentation. We'll have in-depth coverage of his keynote later this week. The Summit also included RAIN publisher Kurt Hanson's latest iteration of his State of the Industry Address. In it, he touched on interactive music services like Spotify, discussed Pandora's IPO and offered mock-up illustrations of his early thinking on in-car Internet radio interfaces.

### **"RADIO IS TIMELESS," BUT IT'S ONLY CONTENT THAT CAN MAKE IT GREAT**

Broadcast radio legend Lee Abrams capped off the Conclave by exhorting RAIN Summit Midwest attendees to "bring the magic back" to radio by refocusing efforts on developing great content. Abrams keynoted the RAIN Summit conference with Ten Points on Radio's Future. The second-annual RAIN Summit Midwest was Saturday, June 16th in Minneapolis, and was The Conclave's final event this year. Abrams warned of a "creative crisis" in the content segment of broadcasting, calling for a long-overdue reinvention of the way radio and television are packaged and presented in the current age of Google and Apple. "Radio's playbook is on autopilot and hasn't been updated in 40 years," he said. Abrams reiterated his idea that "news and information" is "the new rock 'n roll." In the same way that the swagger and passion and excitement of rock music energized and inspired a generation, the rapid, up-to-the-minute news and information cycle — with digital and hand-held technology making it possible to stay on top of it all — is what's "moving the culture." "The reach of radio has never been greater," Abrams concluded. But in a world of new apps and technology, "it gets down to the magic that comes out of the speakers." Do everything you can to balance the revenue, engineering, operations, and business efforts "with hard-core creative to drive the medium forward.

Again, we'd like to thank our sponsors — AllAccess, knowDigital, Abacast, Liquid Compass, Live365, and TuneIn Radio — and all of our speakers, panelists and attendees.

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**CONCLAVE HITS A HOME RUN**

The legendarily volatile Midwest summer weather was a continuing theme throughout much of this past weekend during our adventures at the 36th annual Conclave Summer Learning Conference in Minneapolis. First off, the RAMP boys want to thank Tom Kay, Jane Dyson, Harv Blain and the entire Conclave braintrust for putting on yet another fantastic educational gathering. As always, it was gratifying to see many familiar faces and meet a score of new people who were all equally impressed with the ambitious curriculum of the 2011 Conclave. Back to the weather.... The highly anticipated Rockwell Awards on Friday were forced into ad-lib mode when one of the honorees, CBS Radio President/CEO Dan Mason, was grounded in Rochester, MN. Luckily, CBS Radio EVP of Operations Scott Herman took over the podium and ably vamped on Mason's behalf, reading Dan's acceptance comments texted to him on his BlackBerry. While fellow honoree Steve Rivers was unable to attend the Conclave, Rivers' ex-wife and best friend Maureen accepted the Rockwell on his behalf, delivering an emotional speech that highlighted Rivers' many noteworthy career accomplishments and thanking the many people who helped him along the way.



**KRLD/Dallas' Will Sterett (Royals jersey) leads the singing on the RAMP/Benztown/Arbitron Magic Bus to Target Field!**



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The rain continued to fall as the clock ticked toward the 7:10pm start of the Twins/Royals game on Friday night, a field trip co-sponsored by RAMP and our friends at Arbitron and Benztown. The rain began to taper off as the three buses arrived at Target Field. As we wiped off our wet seats, the rain stopped, the clouds parted, and we were treated to a fabulous sunset as the game got underway 30 minutes late. We ate bratwurst and drank beer. It was awesome. That's RAMP's Kevin Carter (l) with Benztown studs Masa Patterson and Dave "Chachi" Denes at the game. The most striking highlight of the three-day event happened on Friday, when Board member Lester St. James addressed a full ballroom and asked who there was a first-time Conclave-goer -- in an era of budget cuts and consolidation, the veritable sea of hands that shot up surprised and delighted the hearts of all of us g rizzled Conclave vets who feel very secure that the future of this most valuable radio gathering is in good hands for many years to come.

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**The Conclave Crowd at Target Field! That's Conclave Marketing Gremlin Paige Neinaber (and daughter) in the second row!**

*Next week, The TATTLER begins a one-week vacation (no 8/11 edition). We'll return full force on Thursday, August 18!*

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# the Conclave 2012

Learning Conference • July 18-21, 2012 • Doubletree Park PLace Hotel

The Conclave  
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## Earliest-Bird Registration Form for the 37th Annual Conclave Learning Conference 2012

Please enter all requested information. Incomplete forms will not be processed. Fax finished form to **952-927-6427**.

Name \* \_\_\_\_\_

Company \* \_\_\_\_\_

City \* \_\_\_\_\_

**Exactly as you want this information to read on your badge!** There will be a \$50 charge to change the badge from what you enter here! The remaining information must be completed in order for your registration to be processed. Please use the address where you are located (your mailing address), not your parent company or central office. **ALL INFORMATION** requested below must be completed, or this application will be considered incomplete and will be returned to you. Thanks!

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Email (very important!) \_\_\_\_\_

Yes, it's okay for the Conclave to tell others I'll be in attendance this summer and I understand the Conclave will not sell this information!

The **2012 Conclave** Learning Conference

*These special tuition expires on August 31, 2011.  
It is non-refundable & may be subject to  
certain restrictions and conditions.*

I want a FULL \$149 tuition for the industry's premier Learning Conference in 2012. This rate is good for professionals, students, educators and free-agents. For groups with undecided registrant names, return this form with your company name in the "Name" blank and tell us later who will be coming on your behalf!

I want to make a donation of  \$25  \$50  \$100  Other: \$ \_\_\_\_\_ to the non-profit Conclave  Send receipt, please.

Where did you hear about this Learning Conference?  My employer  A co-worker  A friend/relative  My school  
 A trade publication  Internet website (list \_\_\_\_\_)  Other (list \_\_\_\_\_)  I've attended in the past

Employed by:  Radio  Records  Vendor/Supplier  Trade Publication  Student/Educator  Other? \_\_\_\_\_

My primary position:  GM  OM  PD  Sales Mgr/Acct. Exec  Promo. Director  Prod. Director  Air Talent  Other \_\_\_\_\_

Your format:  AAA/Alternative/Rock  AC/Hot AC  Christian/Religious  Classic Rock/Oldies/80's/Jack-type  Country  News/Talk/Sports  
 Non-Comm/Public Radio  Top 40  Urban(Urban, Urban AC, Hip Hop)  Other \_\_\_\_\_ (Check as many as apply!)

Form of payment:  Mastercard\*\*  Visa\*\*  Discover\*\*  American Express\*\*  Check/Money Order (payable to "The Conclave")

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What is the Conclave and why is the Learning Conference different?

The Conclave is a non-profit education organization founded in 1976. Unlike other conferences, seminars, and conventions, the Conclave's Learning Conference's primary mission isn't to make money, secure advertising, enlist members/subscribers, etc. (although those are important purposes). Instead the Conclave mission is - Through education, the Conclave's mission is to improve the quality of broadcasting and all industries related to it, so they may better serve the public interest. What about YOUR mission? The mission of your radio station - as stated in your license - is to best serve in your public's interest. That's why the Conclave's mission is to help you learn how to best assess - and then serve - the needs of your listeners in the best possible manner. Consider it our common mission. It's what the Conclave - and Radio - is all about.