

the
Conclave Presents

THE TATTLER

Since 1975

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

Volume XXXVIII • No. 6 • February 9, 2012



Fred Jacobs

JACOBS, MEYER TO RECEIVE CONCLAVE ROCKWELL AWARDS! The Conclave is proud to announce that **Fred Jacobs**, President **Jacobs Media**, and **Rich Meyer**, President & CEO of **Airplay Intel** are recipients of the **2012 Rockwell Award**. They will be honored at the annual awards luncheon during the **Conclave Learning Conference** Friday, July 20 in the **MusicMaster** Room of the Doubletree Park Place Hotel in Minneapolis. **Mark Bolke**, Conclave Board Chairman said, "I am thrilled to see Fred Jacobs and

Rich Meyer named as this year's recipients of the Rockwell Award. They have distinguished themselves as industry leaders, innovators, and most importantly, benchmarks of integrity and character. It will be my honor and pleasure to see them both formally recognized in front of their industry peers this July in Minneapolis." Jacobs, whose company Jacobs Media has been an active part of the Conclave Learning Conference and since 2010 has presented its Jacobs Media "Summer School" series said, "As a lifelong radio guy and student of the game, I am so humbled and excited to be named a Rockwell honoree. Thanks to the Conclave for this special honor." Rich Meyer, the industry's monitoring pioneer and co-founder of **Mediabase**, reflected, "I am extremely honored and grateful to be receiving the Rockwell Award this year. It is a true testament to the hard work of the hundreds of talented individuals I have had the privilege of working with for so many years. If the award could be broken up into tiny little equal sized pieces, I would give a piece to every single person that has been there along the way." **Fred Jacobs**, Jacobs Media, is known for the creation of the Classic Rock format. Founded in 1983, Jacobs Media consults leading broadcasting companies in North America and conducts research for both commercial and public radio stations, Arbitron and other organizations and companies. Also, Jacobs Media has become a major player in mobile applications forming jacAPPS in 2008. To date, jacAPPS has developed 530+ apps primarily on the Apple and Android platforms generating more than 13 million downloads. **Rich Meyer** founded Airplay Intel in 2009 and now consults more than 100 major market PPM measured radio stations. In 1985, Meyer and his wife Nancy co-founded Mediabase, the highly successful airplay monitoring service. Meyer's experience also includes major market Program Director positions in Columbus, Chicago, Denver and San Diego. Awarded annually by the Conclave's Board of Directors, the Rockwell Award is the Conclave's highest honor. Since 1989 this lifetime achievement award has been given in memory of



Rich Meyer

one of the Conclave's founding members, **Mike Rockwell**. The 37th Conclave Learning Conference will be held in Minneapolis, July 18-20 at the Doubletree Park Place Hotel in Minneapolis.

RULES OF RADIO WEBINAR RETURNS! Last year, the Conclave presented **THE RULES OF RADIO, PART 1** covering a broad array of legal issues that radio stations must adhere to in order to protect the license. On Wednesday, February 29th at 2P CT, our second brush with the law will drill down into the important issues present in any national election year. The presenter of **THE RULES OF RADIO, PART 2** will be **Gregg Skall of Womble, Carlyle, Sandridge and Rice**, based in Washington, DC. His webinar will cover the FCC rules that relate to the appearances of political candidates on broadcasting media and its use by them to advance their candidacy. Topics include: who is a legally recognized candidate by the FCC and when must a broadcast station or cable system provide access to the candidate. What are the options available to candidates once their opposing candidate appears on the station, what qualifies as an appearance against which they may have rights and how must they exercise them? In addition, there will also be discussion related to the maintenance of the station's public file and of course, a Q&A with Gregg at the end of the webinar. This webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/402152145>. *COMMENT: Gregg is one of the most respected, sought-after legal minds in the industry. Scoring him for this webinar is a coup for the Conclave and an incredible opportunity for everyone to learn at the feet (mic?) of one of the best. Don't squander it. Sign up now! - TK*

SCHOLARSHIP DEADLINE EXTENDED! The Conclave will be extending the application deadline for its three 2012 radio industry scholarships. The new deadline is Friday, March 30th (it had been March 2nd). Said Conclave Chair, **Mark Bolke** (SVP, **MusicMaster**), "The Conclave recognizes that many students are scrambling to find appropriate post-secondary educational tracks and the funds to pursue them. Also, recent lay-offs in other industries have forced many professionals to seek conduits to other vocational pursuits. Extending our deadline is the right thing to do, allowing more of those in need a chance to win an exciting future." The 2012 Radio and Music Industry Scholarship Program, offers 5 scholarships worth nearly \$90,000 – three of them specifically aimed at helping an applicant join the broadcasting industry! Effective immediately, qualified persons may apply for scholarships to **Broadcast Center** in St. Louis (MO), **Brown College** (MN), and **Specs Howard School of Media Arts** in Southfield (MI) until March 30th. A deadline of March 2nd remains in place for scholarships offered by **McNally-Smith College of Music** in St. Paul (MN) or the newly offered scholarship for the **Media Institute** of Madison, (WI) & Minneapolis, (MN). In addition to the scholarships listed above, The Conclave also will also be awarding three baccalaureate scholarships - two **Doug Lee Memorial/IBS/dmr Scholarships** that will be won by members of college radio (deadline for application: March 30), and the **Marc Birger Memorial Scholarship** that will be awarded to a Communications major at Kean University of New Jersey. These scholarships will be awarded at the 2012 Summer Learning Conference, July 18-20, 2012 in Minneapolis, (MN). For all Conclave scholarship information and downloadable (or online) application forms, visit <http://www.radioscholarships.com> or <http://www.theconclave.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

McDonald's has apologized and pulled an ad that upset Pit Bull owners. The ad compared eating a Chicken McBite – claiming it was less risky than petting a stray pit bull, shaving your head, naming your son Sue or giving your friends your **Facebook** password. The ad “only ran for a few days in the Kansas City area before the complaints started,” according to the **Chicago Sun-Times**. “The ad was insensitive in its mention of pit bulls. We apologize. As soon as we learned of it, we tracked the source and had the local markets pull the ad immediately. We’ll do a better job next time. It’s never our intent to offend anyone with how we communicate news about McDonald’s,” McDonald’s spokesperson **Ashlee Yingling** said.

Carleton College noncomm KRLX/Northfield, MN “refuses to sell out” according to the campus newspaper **The Carletonian**. KRLX student Station Manager **Danny Nathan** told the paper that **Clear Channel** offered streaming equipment in exchange for carrying the station on the **iHeartRadio** app, but Clear Channel would retain ownership of the equipment and could pull it at anytime, and KRLX would be responsible for maintaining the equipment at its own expense. KRLX student board member **Benjamin Somogyi** added that “the only benefit for signing up with Clear Channel would be a \$2,000 piece of equipment that we could easily purchase. It would be a loss of independence for no benefit.” “They weren’t asking us to change our programming,” Nathan added, “but we could no longer claim to be a fully independent, student-run, college-owned radio station... Obviously it would be great to get free stuff, but all of the baggage that comes along with that free stuff was not worth it to us. It comes down to the fact that we can do this ourselves, we should do this ourselves, and we’ll be better if we do it ourselves.” *COMMENT: Independence and idealism are apparently live and well in Northfield. But it would seem that furthering the reach of the station took a back seat to that idealism in the station’s decision not to work with iHeartRadio. Back in our college radio days, we were tickled pink to be heard on the top floor of a nearby dorm. To be heard worldwide might be an opportunity the students at KRLX may want to revisit.* - TK

Rick Santorum swept Tuesday’s caucuses and primaries without much, if any, ad spending, based on **Media Monitors’** research of spot buying for the three states. Combined candidate and Super PAC spending showed that **Ron Paul** led Minnesota ad buying (based on the Minneapolis market) with 355 combined spots backing him, mostly on cable and broadcast TV, with pro-**Newt Gingrich** spots second at 242 and pro-Santorum spots third with 168 and **Mitt Romney** with 150. Based solely on radio, pro-Gingrich spots were well in front, trailed by pro-Paul and pro-Romney with pro-Santorum measured at zero. For Missouri (based on St. Louis and Kansas City), Gingrich led ad spending with 572 spots (522 radio, 50 cable). None of the other candidates or Super PACs bought much ad time of any kind, with pro-Romney ads including 5 on radio and 12 on cable; Paul had 6 cable spots and Santorum, the winner, again had none. In Colorado (Denver), Gingrich’s Super PAC bought 219 radio spots and 19 on cable, while 76 pro-Santorum spots aired on cable without radio and 36 pro-Romney spots on radio with 8 on cable.

A **Center for Public Integrity** inquiry into the 2011 donations to the “**Super PACs**” backing presidential candidates finds some media companies and individuals giving to the organizations. Among the bigger donors: \$100k from **Hubbard Broadcasting** to **Karl Rove’s American Crossroads Super PAC**; \$100k from **Tribune’s Sam Zell** to Crossroads and \$50k from Zell to the **Restore Our Future PAC**, backing **Mitt Romney**; \$550k from **Townsquare Media**

Chairman and CEO **Steven Price** to Restore our Future. On the other side of the aisle, the **Priorities USA Action PAC** received \$2 million from **Dreamworks Animation’s Jeffrey Katzenberg** and \$100k from **Steven Spielberg**. *COMMENT: Broadcasting companies stand to profit big time from the residue of the Citizen’s United decision during this election cycle. It’s not surprising to see broadcast companies participating on the giving as well as the receiving end of these Super PAC’s. From what we hear, however, the money leaving these industry companies compared to the funds the PAC’s will be receiving from anonymous non-broadcast donors will wind up looking small-time. And that’s a scary thing.* - TK

The **FCC** proposed a \$44k fine against **Cumulus** for sponsoring identification violations at Talk WLS-AM/Chicago. A complaint alleged that the station ran “program matter” from a group called **Workers Independent News** without identifying that it was “an advertisement, not a news story.” WLS said that during March 18th through May 30th, 2009, it aired 45 90-second spots, 27 15-second promo announcements, two two-hour programs and 1 one-hour program from WIN in exchange for “consideration or promise of consideration.” It said that all of the programming complied with sponsorship identification rules except 11 90-second spots that did not carry a notice that WIN paid for or sponsored the spot but did identify WIN and the narrator (**Doug Cunningham**), which WLS claimed satisfied the rule. The Commission rejected the reasoning as well as WLS’ contention that because the spots ran within spot clusters, it was apparent to listeners that the material was paid content.



The **FCC** ruled that WMAQ-TV/Chicago was not required to sell anti-abortion activist and self-proclaimed Democratic presidential contender **Randall Terry** air time during the Super Bowl or even pre-game telecasts, opening the door for other stations to deny Terry the right to air an alleged campaign commercial that contains extremely graphic anti-abortion footage. As reported by **Greg Skall** (presenting a Conclave webinar later this month) in **FCC Uncensored** last Tuesday, Terry claimed the stations were required to accept his ads under Section 312(a)(7) and may not censor them under Section 315 of the Communications Act. When 13 other stations refused to run his ads, Terry's lawyer filed a complaint with the FCC. The very next day, attorney **Gloria Allred**, on behalf of the **Women's Equal Rights Legal Defense and Education Fund** filed a petition to the FCC to quickly rule that Terry is not a "legally qualified" candidate. The Commission concluded that WMAQ was within its rights to conclude that Terry is not a legally qualified candidate entitled to reasonable access to broadcast stations in Illinois – and that even if he were a legally qualified candidate, WMAQ's refusal to sell time to him specifically during the Super Bowl was not unreasonable.

A study of Super Bowl radio listening commissioned by **Dial Global** using **Edison Research** showed that 23.1 million people listened to this year's game on the radio. The survey showed listening in multiple environments, including home, while driving, at work and other locations, on over 680 stations nationwide.

PLAN NOW – BUDGET NOW! Did you know you can save a hundred bucks by registering now for next summer's Learning Conference? The 2012 Conclave Learning Conference will get underway beginning on Wednesday morning, July 18th at the **Doubletree Park Place Hotel** in Minneapolis. A complete agenda will be announced in the winter of 2012, but you can gain entrance for just \$199 – the lowest tuition you'll find prior to next July - if you act now. Beginning January 1, tuition rises to \$299 – still a bargain, but why not save some of that hard-earned money while you have the chance? Click on <http://www.theconclave.com/conclave2012reg9012011.pdf> for a 2012 Earlybird Registration form!

Tribune Talk WGN-AM/Chicago is holding a contest to find a new "official Cubs song," and the winner will be used on WGN Cubs broadcasts this season. Submissions must be shorter than four minutes, and the lyrics must mention the **Cubs** and WGN, but not individual players, coaches or Cubs management. Ten finalists will be posted on the station's website for a listener vote. The winner will be given the opportunity to record the song in a professional studio session at WGN and will perform the song live during **Jonathon Brandmeier's** Opening Day broadcast April 5th.

An engineer at **Cumulus**/Cincinnati has been arrested for allegedly stealing equipment from the company. **Ben Ary**, Chief Engineer for the cluster, is accused of taking over \$129,000 in equipment; he was arrested Thursday and faces a hearing this week.

Former **Maverick Media** WAXX/Eau Claire, WI staffer **Bruce Moores** is going to prison. Morres, a registered sex offender, was accused of posting flyers around the campus of UW-Eau Claire, offering to pay women to model for him. WQOW-TV reports "a college student says she ended up being videotaped having sexual contact with him. Moores was convicted of using a fake name while being a convicted sex offender and failing to comply with the sex offender registry. He was sentenced Thursday to four years behind bars."

The board of **Journal Communications** appoints **Andre J. Fernandez** President in addition to his role as Chief Financial Officer. He succeeds Steven J. Smith, who remains Chairman/CEO.

CBS VP/Top 40 Programming **Dom Theodore** is out. Dom was the PD at Top 40 WXRK/New York and WDZH/Detroit. "After 3 years non-stop on the road, and hundreds of naked photos through TSA security checkpoints, it was time for a change. I've long had an entrepreneurial streak, and I look forward to growing our station ownership portfolio, Up North Radio," said Dom.

Former Conclave Board member, **Brad Fuhr** has exited Emmis Interactive, where he was the manager of affiliate sales support. Cutbacks eliminated his LA position. Brad will re-establish his consultancy under **Hollywood Intermedia** and can be reached at (818) 252-8585 or bradfuhr@gmail.com.

Moody Radio launched the only fully operation Christian Spanish-speaking radio station in Chicago Monday on WMBI-AM. The station is using the tagline: Compartiendo Esperanza. Siempre Contigo.(Sharing Hope. With You Always.)

Mid-West Family Sports WCSY-AM/South Haven, MI has signed off the air and its two towers have been taken down.

The Conclave returns to **The Doubletree Hotel Minneapolis -Park Place** for the 37th annual Learning Conference, July 18-20. 2011! Sleeping rooms are just \$129 (single/double + tax)! Suites available! Reserve yours now. It doesn't cost a thing, as long as you cancel in advance if you change your mind. To secure a room today, call 1-800-245-9190 and ask for the Conclave rate! Or click [HERE](#) to register on-line. The hotel's address is 1500 Park Place Boulevard, Minneapolis, MN 55416 (phone 952-542-8600). To learn more about the Doubletree, click on <http://www.emarketing360.com/DoubleTree/MN/DPPM/>.

Clear Channel Top 40 WKSC/Chicago parts ways with morning co-host **David L.**

Radio One Urban AC WTLC/Indianapolis released midday personality **Tony Lamont**.

CBS Country KMNB/Minneapolis adds **Kris Valentine**. His first day will be Monday, February 20th.

Milwaukee Radio Alliance Alternative WLUM/Milwaukee welcomes **Brian Sherman** for PT/Swing.

Forum Communications Talk WDAY-AM/Fargo GM/GSM **Kevin Weaver** exits.

Entercom Hot AC WZPL/Indianapolis PD **J.R. Ammons** has been promoted to OM for the cluster.

Condolences to family and friends of former long-time **Entercom** Oldies KEYN/Wichita, KS air talent **Rick Gannon** (Rick Hudspeth) who passed Wednesday (2/1) due to complications from heart surgery.

The opinions expressed in the TATTLER are not necessarily the opinions of the Conclave or its Board of Directors. Differing viewpoints are welcome to be submitted for publishing. Send them to the TATTLER, 4517 Minnetonka Blvd, #104, Minneapolis, MN or email <mailto:tomk@theconclave.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

TATTLER Jobs

CBS Radio Minneapolis (104.1 Jack FM, BUZN 102.9, and WCCO 830) now hiring the following full-time positions: Interactive Coordinator- On-Air News/Talk Talent, WCCO- Digital Sales Specialist- Sales Associate- Account Executives. Apply online at <http://www.cbsradio.com>.

The Radio Group - LaSalle-Peru, IL is now accepting applications for full time air talent for our locally owned and operated seven station group. Successful applicant must be familiar with multiple formats, including Country, CHR, Classic Hits, and Classic Rock. Announcers who sound friendly, energetic, fun, and positive, and can relate to our audience will experience the most success at our stations. Please email your resume and airchecks to employment@theradiogroup.net.

Goodradio.TV has an Account Executive opening in our 6 station cluster in Lebanon and Waynesville, MO. In addition to our six stations you will have the opportunity to sell our web portal. No first timers please. You must have a minimum of 12 months of broadcast sales and have a proven track record. I prefer someone with at least an associate degree. Send resume and a letter outlining why you should get this position. Compensation will be significant for the right person. Females and minorities are encouraged to apply. Contact: **Mike Edwards**, General Manager, <mailto:medwards@regionalradio.com>

WDJQ has an immediate opening for a Morning Show. Our ideal candidates should be original, compelling, funny, willing to live your life openly on the air, live pop-culture, have a firm grasp of issues oriented radio, know how to run a fast-paced program with tons of calls, interview newsmakers, work with all forms of social media, constructively work with advertisers, account executives and management and be a wiz with adobe audition. Send your cover letter, resume and your best 5 minute MP3 to <mailto:JohnStewartRadio@Gmail.com>

WSPL-AM, Streator, IL is now accepting applications for full time announcer for our locally owned and operated station. Announcers who sound friendly, energetic, fun, and positive will experience the most success at our station. News & Audio Vault experience is a plus. Please email your resume and air checks to <mailto:david@theradiogroup.net>.

One of the premier Active Rock stations in the country needs a new morning show! 99.7 The Blitz in Columbus, Ohio seeks a duo or strong solo to take charge between 6 and 10 AM. Are you

hard-working, funny, creative and as comfortable in a sales meeting as you are at a concert? Active on social media? Willing to blog about your life? Do you want to win? Badly? Can you complete this cheer? "O-H..." Then, maybe we should talk. Previous morning show experience preferred. Competitive salary and benefits to qualified candidate(s). Electronic submissions only to <mailto:hfish@nabco-inc.com>

Z107-7, St. Louis' #1 radio station for Persons 18-34 is in the process of creating St. Louis' most popular local morning radio show for its mostly female-targeted audience. You could be a part of Midwest radio history if you: • Are funny. • Have no filter - no holding back your feelings. • Are willing to live your life openly on the air. • Despise being unoriginal. • Know and love pop-culture. • Can write must-read blog content. • Can create and produce remarkable viral online content. • Comfortable working on TV and video. • Constructively work with advertisers and account executives. • Are willing to work collaboratively with a management team who cares about the content. • A leader who uplifts people around you. • Can do pretty much everything in a production room. • Fantastic at building relationships with community leaders. • Would be interested in growing very long-term roots and becoming St Louis' number one fan and supporter. Job Requirements: • Four year college degree preferred. • Previous on-air/on-stage/on-camera experience is preferred. • Experience working closely with advertisers preferred. Benefits: Medical, Dental, Vision, Life, 401k, EAP, Paid Vacation and Sick Leave Send resume, aircheck, photos and etc. to **Jeff McHugh** at <mailto:stlresumes@clearchannel.com>

We are currently seeking candidates for an Assistant Program Director/Music Director position at CHR KDWZ 102.5 FM in Duluth, MN. KDWZ is the top CHR station in the market but looking for someone who wants to help propel the station to the next level. We're looking for the next superstar who wants more out of their career! If you have a proven track record on air and are looking to develop your skills in management, this is the place and the time. **Midwest Communications** owns some of the top CHR stations in the Midwest and this person will have the opportunity to learn from the best! Midwest Communications offers a competitive salary and benefits package. We have a great group of people to work with. Why not work where so many love to vacation, beautiful Northeastern Minnesota! Send a complete package today to <mailto:mark.fleischer@mwcradio.com> or mail it to Mark's attention at 715 East Central Entrance, Duluth, MN 55811.

the Conclave 2012 Learning Conference

July 18-20, 2012

Doubletree Park Place Hotel/Minneapolis
Tuition, just \$299 • Group Rates Available

Details at <http://www.theconclave.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

Midwest AC is seeking candidates for possible full time morning show opening. Can you communicate one-on-one and interact with our local audience, become a visible part of the community and present an engaging and fun morning show, while utilizing web & social media? We need someone who has a great personality and can bring these qualities and a can-do approach to our team. If you feel your day ends at 9 or 10 am, you need not apply. No beginners please, although females are encouraged. We need to extend our brand and take it to the next level. Qualifications: 3-5 years of on-air experience (AC/Hot AC/CHR preferred). Good pop-music and pop culture knowledge. Proficient with NextGen, Adobe Audition/Cool Edit. Participate in development of new station promotions. Must enjoy on-site station promotions and remotes. Willing to add to the idea pool to further the station. Utilize Station web blogs, Facebook & Twitter. Personable & Energetic Personality. Previous morning show experience is a plus. Send your resume and an aircheck (under 5 minutes) to mailto:midwestmornings@gmail.com.

Zimmer Radio of Joplin, MO is looking for an assistant creative services director. Our stations feature a two member creative services department. Duties include writing, producing, meeting with clients and sales associates on a daily basis. Some on-air live and voice tracking would be included in this position. Please send your audio and resume to: Jenn White, 2702 E 32nd Street, Joplin MO 64804, mailto:jenn@zrgmail.com

WGEZ 1490 AM "The True Oldies Channel"...has an immediate need for a new morning talent who has the drive & desire to win in small market "local" radio. This position also includes the handling of station production, working directly with the traffic department & social networking. Experience is required for this part-time (25-29 hours per week) opportunity. Email material to: mailto:alank1490@yahoo.com Snail mail to: WGEZ 1490 AM, **Alan Kearns**, 622 Public Ave., Beloit, Wisconsin 53511.

Leighton Broadcasting in Grand Forks, North Dakota is looking for on-air and programming talent. If you consider yourself to be the best and brightest in this business then we want to talk to you! Currently we have a CHR, AC, News/Talk and Country formats and we are looking for talented individuals for all! I need your best work ASAP! Please send your audio, resume, picture and salary requirements to mailto:jt@knoxradio.com as soon as possible.

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.

Townsquare Media in Peoria, IL is looking for the next morning show star and Assistant Brand Manager for Power 92.3, the number one rated hit music station in the Peoria market. The ideal candidate isn't camera shy (even when there are no cameras around) and enjoys working the streets, entertaining at events and being highly visible in one of the entertainment hot spots of the Midwest. Can you play in Peoria? Qualifications & Functions: 5+ years of radio experience 3+ years of morning show experience Knowledgeable with multiple formats & genres of music Knowledgeable with RCS Selector, Adobe Audition/Cool Edit, Audio Vault Automation Participate in development of new station promotions Be a Social Media Ninja and understand promotion through Facebook & Twitter Ability to create dynamic on-air content that's delivered in less than 60 seconds Personable & Energetic Personality Previous programming experience is a plus NO DRAMA QUEENS & NO PHONE CALLS Send 3 minute air check and resume to PeoriaRadioJobs@gmail.com

WIN 98.5/WNWN, Battle Creek, Mi is offering you the opportunity to join the #1 Country Station handling PM Drive. I'm looking for a big personality to deliver a show packed with content making the phones ring, the Twitters tweeting and the text messages frequent. Work in our new state of the art studios and surround yourself with awesome creative players. Send your demo to mailto:pj.lacey@mwcradio.com or mail to **Pj Lacey** 70 W. Michigan Ave., Suite 700, Battle Creek, MI 49017.

