

the  
Conclave *Presents*

# THE TATTLE

Since 1975

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## SPECIAL LEARNING CONFERENCE PREVIEW EDITION!

The 37th annual Conclave Learning Conference is next week, July 18-20 at the Doubletree Park Place Hotel in Minneapolis. This special edition TATTLE features a preview of what to expect at the Conference: the sessions, the faculty, and the special events! You may still register until Monday July 16th at <http://www.theconclave.com>, or simply show up at the Doubletree starting Wednesday morning 7/18 at 8AM! See you there!

**TUITION.** At-the-door tuition for the full conference is \$499 (Free Agent \$299, Student/Faculty \$199). Can't stay for the whole Learning Conference, but would still like to take in a day? Now you can! Daily Admission for the 2012 Conclave can be purchased at the door next week, 7/18-20: Wednesday 7/18 and Thursday 7/19, \$199 each day. Friday 7/20, \$129. Purchase your day at the Conclave Registration Desk on the Doubletree 2nd Floor! To save some time, download, print, and bring a completed Daily Admission Registration form to the Registration Desk. To download one, click on [www.theconclave.com/upload/conclave2012dailyregistration.pdf](http://www.theconclave.com/upload/conclave2012dailyregistration.pdf).

**HOTEL.** The Conclave Learning Conference host hotel, **The Doubletree Park Place**, is now **SOLD OUT**. As cancellations develop, rooms may be freed up at the hotel's best available rate (all specially priced Conclave rooms sold out last month). Rooms are available at the Conclave overflow hotel, the Homewood Suites at 5305 Wayzata Blvd, St. Louis Park, MN 55416 just 3 blocks from the Doubletree. To reserve a room, call 952-544-0495.

## THE 2012 AGENDA

Learning Conference sessions will be held in the MusicMaster Ballroom (formerly, Park Ballroom), the Coleman Insights Room (formerly, Terrace Rooms 1 & 2) and the knowDigital Room (formerly, Terrace Rooms 3 & 4) on the 2nd FL of the Doubletree Park Place Hotel.

**8A REGISTRATION/CREDENTIAL PICK UP** (Conclave Registration 2nd Fl., 8 AM-5:30 PM)

**8A THE RCS COFFEE CART!** (2nd Fl Foyer, 8 AM – 9:30 AM) Enjoy coffee, tea or a Danish to start your day! Presented by RCS

**9A JACOBS MEDIA SUMMER SCHOOL** (MusicMaster Ballroom, 9:00 AM – 12:15 PM), presented by **Envision Radio Networks**. A morning packed with informative presentations and discussions, hosted by Jacobs Media President **Fred Jacobs**:

- **The Five Zuckerisms** The foundation of winning with Facebook, based on CEO Mark Zuckerberg's philosophies and best practices, including "The Hacker Way" - *Presenter: Lori Lewis, Director of Digital & Social, Jacobs Media*

- **There's An App For That** A look at the latest mobile findings from Techsurvey8 and an overview of the fundamentals of creating viable mobile strategies for stations big and small - *Presenter: Paul Jacobs, Vice President & General Manager, jacAPPS*

- **Tweet Like A Rock Star** A guide to the best social media applications that music stars from the world of Rock, Pop and Country are using - *Presenter: Michael Brandvold, Founder & CEO, Michael Brandvold Marketing*

- **The Secrets To Top Performers in Arbitron-Rated Markets** What do highly rated stations have in common and how they achieve greatness - *Presenter: Jenny Tsao, Programming & Marketing Operations Manager, Arbitron*

- **Radio's Emotional Triggers** A "deep dive" into the data generated from Techsurvey8's 57,000-plus respondents that uncovers the key challenges and big opportunities radio stations need to know about to differentiate themselves from Pandora and other digital competitors - *Presenter: Fred Jacobs, President, Jacobs Media*

- **Learning From PPM: In-The-Moment vs. Branding Tension** The challenge radio stations face in trying to maximize their performances in the short term while meeting the long-term needs of their brands, and how this challenge has been magnified by the introduction of PPM measurement - *Presenter: Chris Ackerman, Vice President, Coleman Insights*

- **Are You Battle-Ready For Social Media?** How the U.S. Armed Forces social media policies can translate into success for any radio station trying to create strong relationships in the social space - *Presenter: Lori Lewis, Director of Digital & Social, Jacobs Media*

- **Socializing Baseball** Insights into how the world of sports is making smart use of social tools to build fan relationships - *Moderator: Fred Jacobs, President, Jacobs Media, Faculty: Chris Iles, Corporate Communications Manager, Minnesota Twins*

**12:15P THE LDR LUNCHEON** (Lower Atrium, 1st FL, 12:15 PM – 1:50 PM) The folks at Listener Driven Radio are buying your lunch today! Bring your ticket!

**12:30P AIRCHECK CLINIC** (Spring Room 1st FL, 12:30 PM – 1:50 PM). An opportunity—while others are taking some time during the lunch break in our agenda—to have your aircheck reviewed by experienced programmers.



The  
Learning  
Conference

the  
Conclave

July 18-20, 2012  
Doubletree Park Place  
Minneapolis

Mike Huckabee • Erica Farber  
The Jacobs Summer School • RAIN Summit Midwest  
Rockwell Awards Luncheon/Fred Jacobs & Rich Meyer  
Over 20 sessions with an All-Star Faculty  
Scholarship Luncheon • Social/Networking Events  
Register now at <http://www.theconclave.com>

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Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

**1:30P TWINS TICKET VOUCHER EXCHANGE** (Conclave Registration Area 2nd FL) Redeem your voucher for a ticket for tonight's Twins-Orioles game. 1st come, 1st served. Redemption will occur until all tickets are gone. Conclave tuition does not guarantee a game ticket.

**2P CLIMBING THE LADDER** (Coleman Insights Room, 2:00 PM – 2:50 PM)

Back in the day, it was all about market size and getting to a top ten market. Now, changes in the industry's structure have changed that. What's the best way in 2012 to realize your career dreams? *Moderator: Joel Denver, President & Publisher, All Access Music Group. Faculty: Susan Groves, Operations Manager, Mid-West Family Broadcasting/Springfield, IL; Kim Guthrie, Group President, Cox Media Group; Joe Calgario, Program Director, Woodward Communications/Appleton, WI*

**2P POLISHING THE DIAMOND: GETTING THE MOST OUT OF YOUR TALENT** (knowDigital Room, 2:00 PM – 2:50PM)

Managing air talent so that they achieve your station's strategic goals, deliver great ratings and help your sales talent monetize their success is an art and a science. Learn what to do and not to do when managing your station's air talent. *Moderator: Valerie Geller, President, Geller Media International. Faculty: Matt Pinfield, Host – "Flashback," Cumulus Media Networks; Jerry Boulding, Editor – Urban/Urban AC Promotion, All Access Music Group; Ronnie Stanton, Brand Director, Astral Media/Vancouver; Melissa McConnell, Air Talent, Cumulus Media/Stockton, CA*

**3P TIME MANAGEMENT FOR DUMMIES** (Coleman Insights Room, 3:00 PM – 3:50 PM) presented by **PromoSuite**

Everyone today is being asked to do more with less, creating demands on our time that seem next to impossible to meet. Attend this session and learn the time management skills employed by the most successful managers. *Presenter: Jim Hopes, Chief Executive Officer, The Center For Sales Strategy*

**3P RATINGS 101** (knowDigital Room, 3:00 PM – 3:50 PM)

Everyone wants big ratings, but many don't know the ins and outs of the methodologies employed by the major audience measurement companies. Learn how the ratings surveys are conducted and how the data are generated and reported. *Moderator: Rob Klemm, Vice President, Point To Point Marketing. Faculty: Jon Miller, Director of Programming Services, Arbitron; Harv Blain, Consultant, Vallie Richards Donovan Consulting*

**4P HOW TO SCARE THE DAYLIGHTS OUT OF YOUR LAWYER** (Coleman Insights Room, 4:00 PM – 4:50 PM)

There are many legal pitfalls that can be the undoing of an ill-informed programmer or manager as their actions could put the station license in danger. From indecency complaints, to sponsorship and endorsement trappings, pay for play, EEO requirements, political advertising in an election year to those dreaded April Fool's Day hoaxes, learn how to keep you and your station out of hot water with the FCC, the FTC or your local district attorney. *Presenter: Gregg Skall, Partner, Womble Carlyle Sandridge & Rice*

**4P THE VOICE-OVER EDGE – AND HOW TO GET IT** (knowDigital Room, 4:00 PM – 4:50 PM) presented by **Benztown**

This panel will explore voice-over's impact on radio, and offer career insight from top radio voice-over talent. Learn the game-changing secrets from this faculty of programmers, talent and agents. Then, hear top voice-over professionals share their stories and tips for success with up-and-coming voice-over talent. *Moderator: Dennis Green, SVP Affiliate Sales & Broadcast Operations/Cumulus Media Networks. Faculty: Nate Zeitz, Agent, CESD Talent Agency; Pat Garrett, International Voice-Over/Imaging Talent; Rachel McGrath, International Voice-Over/Imaging Talent; Jhani Kaye, Program Director, CBS Radio/Los Angeles; Mark Todd, Operations Manager, Journal Broadcast Group/Omaha*

**6P BALTIMORE ORIOLES VS. MINNESOTA TWINS** (Target Field, buses leave at 6:00 PM, game begins at 7:10 PM) presented by **Benztown & Red Red Records**, featuring Katrina as tonight's singer of the National Anthem!

Here's an opportunity to take in Major League Baseball and the #1 ballpark in America! You must be a 2012 Learning Conference registrant to be eligible to receive a Twins-Orioles game ticket and bus ride to tonight's game. You will receive a voucher for one ticket upon registration. Listen for an announcement regarding voucher turn-in today. Tickets will be distributed on a first come-first served basis. Conclave registration and voucher possession does not guarantee a ticket (but the Conclave will do its best to accommodate as many registrants as possible). Look for details at the Conclave Registration Desk as you check in today.

**THURSDAY 7/19**

**8A REGISTRATION/CREDENTIAL PICK UP** (Conclave Registration 2nd Fl., 8 AM-5:30 PM)

**8A 8A THE RCS COFFEE CART!** (2nd Fl Foyer, 8 AM – 9:30 AM) Enjoy coffee, tea or a Danish to start your day! Presented by RCS

**9A KEYNOTE: MIKE HUCKABEE** (MusicMaster Ballroom, 9:00 AM – 9:50 AM)

Political commentator and radio and television host Mike Huckabee delivers a keynote address, in an interview conducted by Channel 5/ Minneapolis news personality Tom Hauser. Don't miss this opportunity to hear from the former Arkansas governor, presidential candidate, and newest network voice!

**10A SYNDICATED ALL-STARS SUPER SESSION** (MusicMaster Ballroom, 10:00 AM – 10:50 AM)

A star-studded line up of nationally syndicated radio hosts shares insights into the path to success via syndication. *Moderator: Perry Michael Simon, Vice President & Editor – News/Talk/Sports, All Access Music Group. Faculty: Todd Schnitt, Host – "The Schnitt Show," Compass Media Networks; Andy Dean, Host – "America Now," Premiere Networks; Jim Brickman, Host – "Your Weekend With Jim Brickman," Cumulus Media Networks; George Noory, Host – "Coast To Coast AM," Premiere Networks*

**11A KEEPING IT LOCAL** (Coleman Insights Room, 11:00 AM – 11:50 AM)

The advent of sophisticated syndication platforms and voice tracking allow many stations to bring world-class national talent to local markets. What are the best ways to use local talent to compete against such high quality competition? *Moderator: Mike Stern, Head Mechanic, Talent Mechanic. Faculty: Mike Crusham, President/Market Manager, Clear Channel Media + Entertainment/Minneapolis; Jeff Johnson, Senior Vice President, Alan Burns & Associates; David Moore, Operations Manager, Entercom/Madison; Bob Shomper, Program Director, CBS Radio/Minneapolis*



**At The Conclave Learning Conference  
Wednesday, July 20**

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**11A APPLYING PPM KNOWLEDGE TO DIARY MARKETS** (knowDigital Room, 11:00 AM – 11:50 AM)

PPM has taught us a great deal about how consumers use radio and the critical factors for generating strong ratings. How can that knowledge apply to markets with diary-based audience measurement? We will show you what PPM ideas you should employ in a diary market...and which ones you should avoid. *Moderator: Jon Zellner, Senior Vice President – Programming, Clear Channel Media + Entertainment. Faculty: Steve Goldstein, Executive Vice President, Saga Communications; Chris Ackerman, Vice President, Coleman Insights; Bill Rose, Senior Vice President – Marketing, Arbitron*

**NOON ADVERTISING...SIMPLIFIED** (Coleman Insights Room, 12:00 PM – 12:50 PM)

In the 21<sup>st</sup> century, advertising is more complicated than ever. Learn the critical success factors in advertising in a workshop that focuses on what works and what doesn't as well as when to use certain approaches and when to avoid them. This is valuable information for stations that they can apply to their own advertising or the advertising solutions they develop for their clients. *Presenter: Johnny Molson, Creative Director, Mid-West Family Broadcasting/Springfield, IL*

**NOON FINDING FUTURE STARS** (knowDigital Room, 12:00 PM – 12:50 PM)

Where are the superstars of the future? Why is fresh, up-and-coming talent so hard to find? Is talent born or is it created? Find out what makes a superstar. *Presenter: Valerie Geller, President, Geller Media International*

**1P SCHOLARSHIP AWARDS LUNCHEON** (MusicMaster Ballroom, 1:00 PM – 2:15 PM) Presented by **McNally-Smith College of Music and BMI**

Join Conclave attendees and guests in celebrating the Conclave's scholarship winners who will be receiving scholarships from Broadcast Center (St. Louis), Brown College (Twin Cities), Kean University, McNally-Smith College of Music (St. Paul), Minneapolis/Madison Media Institute, and Specs Howard School for Media Arts (Southfield). Bring your ticket! Luncheon MC: Brown College's Mike Kronforst!

**2:30P BROKERING THE PEACE BETWEEN SALES AND PROGRAMMING** (Coleman Insights Room, 2:30 PM – 3:30 PM) presented by **PromoSuite**

In a time when pressure for ratings and revenue is greater than ever, programmers are expected to do more with less and that often involves the participation—make that the cooperation—of the sales department. Learn the secrets for generating programming-friendly promotion ideas that client's love, while identifying secret resources for creative catalysts. *Moderator: David Moore, Operations Manager, Entercom/Madison, WI. Presenter: Doug Harris, President & Chief Creative Officer, Noisemaker Communications*

**2:30P HERE SHE COMES** (knowDigital Room, 2:30 PM – 3:30 PM)

Explore how women are using digital media and its impact on radio listening, as Alan Burns & Associates shares the results of their third annual national research study of over 2,000 women. Be in the live audience of a presentation that is shared simultaneously with an audience of industry executives watching via an online webinar. *Presenters: Alan Burns, President, Alan Burns & Associates; Jeff Johnson, Senior Vice President, Alan Burns & Associates*

**3:45P PPM SUCCESS** (Coleman Insights Room, 3:45 PM – 4:45 PM)

It's been a few years since Arbitron and BBM rolled out PPM measurement across the US and Canada. What are the most and least successful programming and marketing strategies for scoring big PPM ratings? *Moderator: John Boyne, Vice President, Coleman Insights. Faculty: Eric Ferguson, Morning Show Host, Hubbard Radio/Chicago, Ken Benson, President, P1 Research; Jim McGuinn, Program Director, Minnesota Public Radio/Minneapolis; Mike McVay, Senior Vice President – Programming, Cumulus Media; Dave Ryan, Morning Show Host, Clear Channel Media + Entertainment/Minneapolis*

**3:45P NEW WAYS TO MAKE MONEY** (knowDigital Room, 3:45 PM – 4:45 PM)

What new means are radio stations using to generate revenue beyond the traditional model of selling spots? Learn how as a programmer you can help your station make money in ways you never thought possible! *Moderator: Paul Jacobs, Vice President & General Manager, Jacobs Media. Faculty: James Derby, Chief Strategy Officer, Federated Media; Maureen Carlson, Executive Vice President, Good Scout; Rob McCracken, Director of Business Development & Strategy, Hubbard Interactive/St. Louis; Sam Elliot, SVP & General Manager, Northern Lights Broadcasting/Minneapolis*

**5P MINNESOTA MUSIC COCKTAIL PARTY** (MusicMaster Ballroom, 5:00 PM – 7:30 PM) presented by **Coleman Insights**

End your day with a great way to unwind and network...and hear some great music. Two unsigned, independent bands based in the Twin Cities—Two Harbors and Bethany Larson & The Bee's Knees—will perform, beginning at 6:00 PM, while registered attendees can enjoy libations and hors d'oeuvres before heading out for a free evening. Bring your drink ticket!

**FRIDAY 7/20**

**8A REGISTRATION/CREDENTIAL PICK UP** (Conclave Registration 2<sup>nd</sup> Fl., 8 AM-12:30 PM)

**8A THE RCS COFFEE CART!** (2<sup>nd</sup> Fl Foyer, 8 AM – 9:30 AM) Enjoy coffee, tea or a Danish to start your day! Presented by RCS

**9A KEYNOTE: ERICA FARBER** (MusicMaster Ballroom, 9:00 AM – 9:50 AM)

The newly named President of the Radio Advertising Bureau holds her first major, public speaking engagement in a live, on-stage interview with Conclave Learning Conference Agenda Chairman and Coleman Insights President & Chief Operating Officer Warren Kurtzman. Hear about Erica's plans for the RAB, her views on radio's role in the changing media landscape and reflections on the path her career in radio has taken.



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## At The Conclave Learning Conference Friday, July 20



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

**10A RAIN SUMMIT MIDWEST** (Coleman Insights & knowDigital Rooms, 10:00 AM – 1:00 PM) presented by **knowDigital**  
RAIN publisher Kurt Hanson hosts a series of sessions and presentations that address many of the challenges and opportunities digital media present to radio:

• **State Of The Industry** The latest version of Kurt Hanson's "signature" presentation on the state of streaming radio. *Presenter: Kurt Hanson, Publisher, RAIN*

• **Many Platforms, Many Opportunities** Broadcasting signals, Internet streams, HD signals, websites, social media, podcasts and other platforms provide a multitude of ways to deliver your content to consumers. Learn the best multi-platform strategies for maximizing the audience for your content. *Faculty: Rick Greenhut, Director – US Broadcast Sales, iBiquity Digital Corporation; Steve Goldstein, Executive Vice President, Saga Communications; Samy Simpson, Chief Idea Officer/Creative Strategist, Eventr Real-Time Marketing & Advertising; Mark Kassof, President, Mark Kassof & Company*

• **How Stations Can Better Engage Listeners On Facebook** With nearly half of the U.S. population using Facebook, it is only natural that most radio broadcasters have attempted to engage their audiences in some fashion on this social media platform. knowDigital conducted a series of in-depth interviews with Facebook fans of an Alternative radio station in a major market to gain insights into whether radio stations are truly engaging their audience on Facebook and what works best to connect with consumers. *Presenter: Sam Milkman, President, knowDigital*

• **"Pure Play" – Radio's Most "Direct" Competitors?** A close look at the highly competitive, quickly changing landscape of firms providing listeners online with a similar to experience to that offered by broadcast radio. *Faculty: Mat Bates, Senior Radio Program Manager, Slacker; Jeff Bachmeier, Owner, 977 Music*

• **Using Social Media As A Show Prep Tool** A new twist on a session about social media, as air talent learn some best practices for using Twitter, Facebook, Google Plus, etc. as a content source for their shows. *Presenter: Valerie Geller, President, Geller Media International*

• **Streaming Strategies For Radio** There are many routes to attracting listeners and generating revenue for your station via streaming. Our panel discusses the pros and cons of each. *Faculty: Michael Dalfonzo, Sales Manager, Abacast; Kevin Straley, Vice President – Programming, Tuneln; Tyler Brookfield, Account Manager, Liquid Compass*

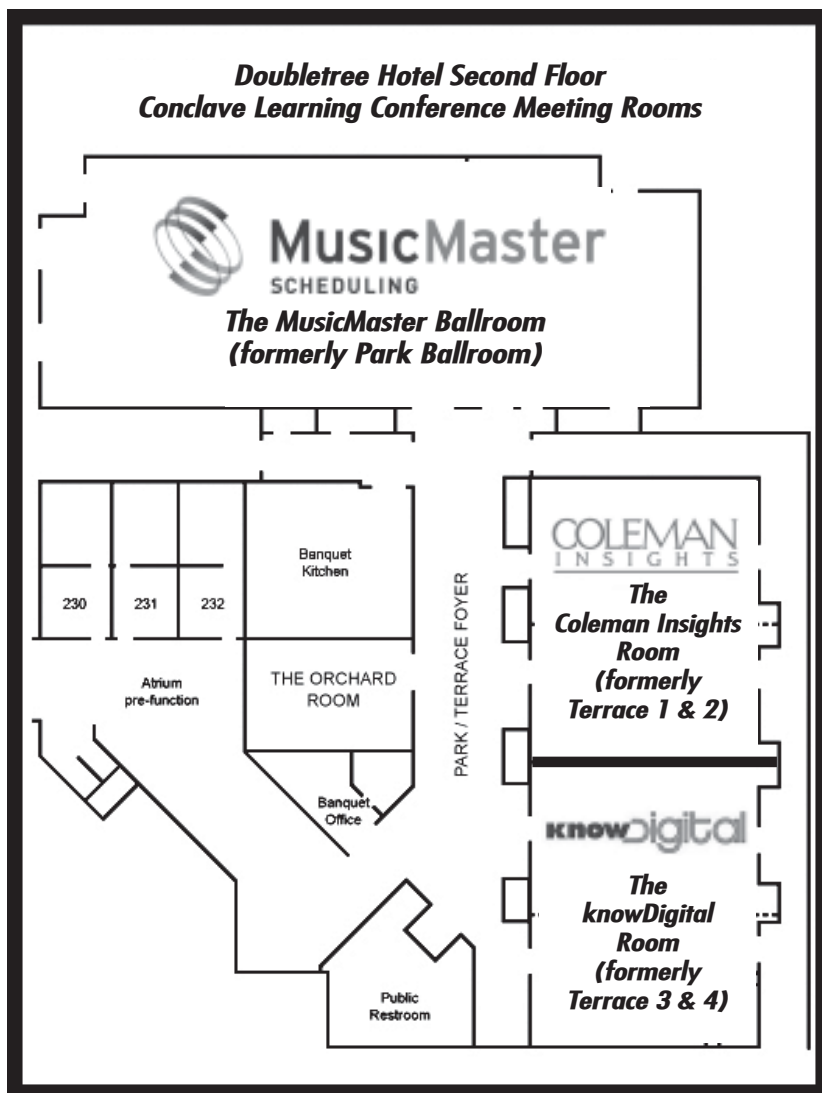
• **What To Expect From Digital Marketing** So many tools exist for stations to execute marketing campaigns online that it can be overwhelming. Learn best practices and set your expectations accordingly. *Presenter: Ed Schindler, Project & Digital Manager, dmr Interactive*

• **RAIN KEYNOTE: Steve Dahl** Kurt Hanson interviews the legendary air talent on his experience as a self-employed podcaster and his efforts to move the "Steve Dahl Show" to the digital age.

**1P ROCKWELL AWARDS LUNCHEON** (MusicMaster Ballroom, 1:00 PM – 2:30 PM) presented by Premiere Radio Networks! Come celebrate the careers of today's two Rockwell Award recipients, Jacobs Media CEO Fred Jacobs and Intel Airplays CEO Rich Meyer! Luncheon MC: Conclave Board Chair, Mark Bolke! Bring your ticket!

**2:30P THE CONCLAVE CAREER FAIR** (Summer Room 1<sup>st</sup> FL, 2:30 PM - 4:30 PM)  
Come visit with representatives about their respective companies. Bring your resume! Learning Conference registration is NOT required. (If you'd like a table at the Career Fair, reach out to Mike Kronforst at Brown College [mkronforst@browncollege.edu](mailto:mkronforst@browncollege.edu). Tables are still available.)

**2:30P CONCLAVE BOARD OF DIRECTORS SUMMER MEETING** (Autumn Room 1<sup>st</sup> FL, 2:30 PM – 5 PM)



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