

the  
Conclave *Presents*

# THE TATTLEER

Since 1975

Publisher/Editor: Tom Kay

Cartoons Suggested by Lenny Bronstein & Jay Philpott

Volume XXXVIII • No. 44 • November 1, 2012

*This week's TATTLEER will be taking a unique direction. Thanks to Hurricane Sandy and the elections, industry news was quite subdued this week. Rather than try to report the very few things that happened this week (heck, All Access, Radio Ink, RAMP, and Inside Radio all do a better job at that, anyway), we'll devote most of this issue to commentary. And, of course, your comments about our commentary are always welcome!*

**SANDY REFLECTIONS.** Back in the 80's, I remember Fargo radio legend Wayne Hiller being asked one of the very first Conclave Learning Conferences (it was just the Conclave back then): "Your station (KQWB) is always number 1 in the spring. What's do you do for a book promotion?" His answer: "We have a flood!" I always harken back to that day because it put into focus in just a few words a real secret about radio, but one we all know well. When nature takes over, as she did this week up and down the Eastern seaboard, it's radio that always comes to the rescue. From the reports we've heard and read about this week, our radio brethren in the East came through in a big way, providing essential news to a rightfully very frightened population. Unlike tornadoes or earthquakes, hurricanes rarely sneak up and that's a fact radio seemed to grab a hold of and exploit this week, poring lots of preparation into its emergency plans. The fact that such a wide-ranging storm (stretching about 1000 miles in all directions) yielded so few fatalities (for the population) spoke well about the effectiveness of all media, but especially radio, in the job they performed. There were some apparent shortcomings, like a few music stations reverting to format just as the storm surge hit. Supposedly, those instances were caused by short-staffing (it's hard to voice-track up to the minute emergency messages). And that would speak to what we've opined in the past: it's hard to be local, if you aren't live. However, it appears many stations beefed up staff in anticipation of Sandy. And for that, they must be commended! We're also proud that our little organization, the

Conclave, has taught emergency preparedness in its summer sessions and in webinars making us one of the few professional entities to do so on a regular basis. And its something you can count on us continuing to provide. Why? Because you never can tell when your next "promotion" will be a flood, tornado, hurricane or earthquake! – TK

**THOSE DAMN TV ADS & RADIO'S OPPORTUNITY.** Next Tuesday marks a pretty important day in our lives as residents of this country. It's election day. All over the country, important races are being run that will affect us as private citizens and as members of the broadcast media. So, what's my message here? Vote! The secondary message: Urge your listeners to vote! My third urging: take advantage of TV in their potentially weakest hour! Much has been made of the anomaly regarding the super PACs and radio...that we didn't get our 'fair share' of ad dollars that we expected after the Citizen's United ruling last year. And that certainly seems to have held true for much of our country. But I can't help but think that folks who share their TV viewing with their radio usage have simply tuned out because of the sheer number of political ads proliferating on the tube (for example, I counted 8 political ads in a row during one TV break last night...3 of them focusing on the SAME CANDIDATE!). Being one who urges opportunism, I'm wondering if your station took advantage of some media switching, urging usual TV ad purchasers who've been bumped from their usual buys because of the "hate" ads (let's face it – that's what those TV spots are all about) to try out radio? Given the hellacious weekend we're expecting on the tube in the run-up to Tuesday, you might just have a nice opportunity that won't come around again until, well, the NEXT election. Just a thought. - TK

**THE BANE OF OUR ELECTION.** One other aside about the election: We spoke to an anonymous radio exec earlier this week and the subject of who was going to get his Presidential vote come up. The exec was pretty quick to offer an observation – "I'm going to try hard to vote objectively, and not be influenced by my feelings about Bain Capitol." While that individual was certainly trying to walk a politically correct line (and to be honest, I'm not sure where that person's "X" will ultimately wind up), we couldn't help but wonder if the vote inside our industry could be affected, even in a small way, by the role that company has played in radio over the past decade. No matter that answer, one thing I strongly suspect: the vote of those who have exited our industry in the last 10 years might well have Bain in mind as they cast their ballot. – TK



The  
Learning  
Conference

the  
Conclave  
July 17-19, 2013  
Doubletree Park Place  
Minneapolis

**PLAN NOW! BUDGET NOW!**

Details soon 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](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

## CH-CH-CHANGES!

**Entercom** Hot AC WMHX (Mix 105.1)/MADISON, WI welcomes the WXSS/Milwaukee morning show - *Wes, Rahny & Alley* to its airwaves.

**Mid-West Family Broadcasting's** Springfield, IL cluster has upped Triple A WLCE (Alice@ 97.7) PD **Josie O'Donnell** to OM for WLCE and Active Rock WQLZ (Josie will continue as PD for both) and Hot AC WNNS PD **Chris Murphy** is adding OM chores for both WNNS and Talk WMAY-AM.

**Entercom** Sports KCSP-AM/Kansas City PD **Ryan Maguire** has been named PD at **CBS Radio** Sports KDKA-FM (Sportsradio 93-7 The Fan)/Pittsburgh.

**Radio One/Columbus** OM **J.D. Kunes** has exited. He was with the company 14 years, and leaves because his post has been eliminated.

**Stu-Comm** Triple A/Alternative hybrid WNRN/Charlottesville, VA has chosen Triple A veteran **Dave Benson** (KMTT/Seattle, KFOG/San Francisco, KBCO/Denver, WXRT/Chicago) to act as GM and PD

**Salem Communications** is assuming operation of **Radio One** Adult Hits WJKR (98.9 Jack FM)/Columbus, OH and is flipping the station to Talk as of today.

**Clear Channel/Wichita** OM **Lyman James** is exiting the cluster to work in non-radio positions with his church and family business.

**CCM+E** Urban WGCI/Chicago PD **Kris Kelley** is the new PD at sister Top 40 WKSC (103-5 Kiss FM), replacing **Rick Vaughn**, who's now at Top 40 WWPW (Power 96.1) and Top 40/Rhythmic WWVA (Wild 105.7 and 96.7)/Atlanta.

## CONTINUING ED AT BROWN COLLEGE

**Karol Baumeister**, Director of Community Outreach & Alumni Relations at the Conclave's longtime Scholarship Partner, Brown College, checks in with these opportunities::

"In November, we have the following classes to sharpen your skills. Customize your continuing education or your employees by creating a customized plan of learning. Check out the Brown College Learning Link site. <http://learninglink.browncollege.edu/Alumni>. Learners will receive a certificate and individualized learning profile to keep track of their courses. Don't become stagnant at work, take action. Brown College Alumni do receive a 20% discount.

Talk Radio with Former WCCO Producer, **Dan Geiger**: Learn how to tighten your show or learn the art of talk radio. The class is being held Friday & Saturday, November 9th & 10th, 2012. To register: Call **Lisa Wright** at: 651-905-3432 or [lwright@browncollege.edu](mailto:lwright@browncollege.edu). Price: \$100.00

Conflict Resolution: The workplace can be a stressful place especially with a tighter workforce. Learn how to resolve conflict in a professional manner and still be effective. The class is being taught by Craig Morris who has 30 years of experience in Planning, Compliance, and Human Resources Leadership. To register: <http://learninglink.browncollege.edu/BrowseCatalog/GeneralWorkshop/ConflictResolution>. Price: \$200.00

MS Project 2010: Monitor your projects from start to finish, establish a project schedule, and assign resources as needed. The class is a great way to gain new skills and be more effective at work. Most companies use the Microsoft Office Platform. **Joan Detzler**, Business Analyst and Project Manager at Data Recognition Corporation will be teaching this helpful course. To register: <http://learninglink.browncollege.edu/BrowseCatalog/GeneralWorkshops/MSProject2010>. Price: \$99.00

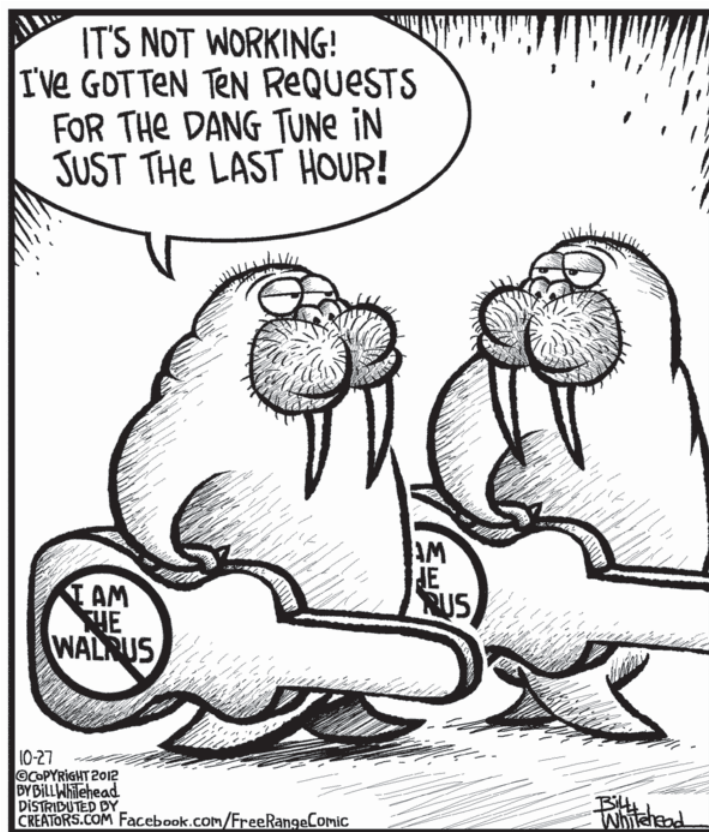
## CONDOLENCES

**Bob Michaels**, most recently **CCM+E's** EVP/Research, and 17 year veteran of **Arbitron** as PPM VP/Programming Services, died while vacationing in Key West, FL. He apparently succumbed to a heart attack. He's known not just as one of the fathers of PPM, but as one of the truly nicest, most giving individuals in our industry. His **Conclave** sessions and webinars were without parallel, earning him a growing fan base and a spot on the Conclave's Advisory Council. He is already sorely missed in an industry with far too few heroes. (For anyone wishing to memorialize Bob, please make a donation in Bob's name to WITF-TV, 4801 Lindle Road, Harrisburg, PA 17111.)

**Cumulus/Green Bay**, WI VP/Market Manager **Greg Jessen** succumbed to cancer last weekend at the age of 49. Jessen spent 30 years in radio.

Condolences to family and friends of former KWWL-AM/Waterloo, IA personality **Alan Wayne Messelt (Al Wayne)**, who died in late September at the age of 64.

*The TATTLER is an aggregator of industry news and views about the participants in all the events and activities of the non-profit Conclave. The opinions expressed on these pages do not necessarily reflect the views of the Conclave Board and/or Conclave sponsors. Differing opinions are welcome. Email: [mailto:tomk@theconclave.com](mailto: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](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

# Wanna be a DJ?

*See if YOU  
have what  
it takes!*

**November 17<sup>th</sup> 10:00 am**  
**Audition Live!**

Reserve your spot today! Space is Limited!

**Event starts at 10:00 - Registration at 9:30**

**BROWN**  
COLLEGE®

Text STUDY to 94576 or call to RSVP!

**888-346-1777**

[browncollege.edu](http://browncollege.edu)

*We Know Radio.*

**Mendota Heights Campus**

1345 Mendota Heights Rd., Mendota Heights, MN 55120



career.education.372589 - 10/12. Financial aid is available for those who qualify. Brown College cannot guarantee employment or salary.  
Find discussions on graduation rates, student financial obligations and more at [www.browncollege.edu/discussions](http://www.browncollege.edu/discussions)

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

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)



**Clear Channel Media + Entertainment, Cincinnati, OH** is seeking a Full Time Promotion Director. This position is responsible for overseeing the day-to-day operations of the promotion department including: administration, contests, promotions, community involvement, sales proposals and special events. The ideal candidate will, have a glaring positive attitude, be super organized, pay attention to detail, think proactively, provide creative solutions and be a strong communicator. 2-3 years related experience and a College Degree is preferred. Responsibilities (may include but not limited to): Develop, manage and execute contests, events, and promotions on air, online, and onsite for clients including producing proposals, coordinating elements, and creating recaps, Manage, execute and communicate staff and equipment commitments for onsite events and promotions, Drive and Maintain Station Vans – cleanliness, gas, and report maintenance issues, Organize and maintain all prizes, winners, contests, and databases for stations and listeners, Develop and Manage relationships with community partners and events, Work with Digital, Sales, and Programming departments to execute all responsibilities, Manage, schedule and assist with the Internship Program, Host promotions meetings on a weekly basis, Provide tracking reports on all contests, promotions, and events to manager on a weekly basis, Manage and maintain all department equipment and needs, Assist in all Integrated Marketing and Promotions objectives, Assist Director of Integrated Marketing in other tasks when needed. Necessary Job Skills/Requirements:., Weekly Office Hours and flexible availability on weekend days and nights (Ability to work long hours), Ability to learn new skills and willingness to learn., Ability to work well with others as well as the ability to work independently., Strong communication, reliability, and speed on tasks and response to requests, Self motivated, organized, detail oriented, deadline oriented, ability to multi-task, Positive Attitude, Outgoing personality, comfortable addressing large and small crowds, Computer competency necessary (Microsoft Word, Outlook, Excel), Valid drivers license, clean driving record, ok driving large vehicles, able to lift 50lbs and move large equipment This is a “at will” employment opportunity, meaning that, upon hiring, either party can end this arrangement at any given time. Please send a cover letter and resume to – **Kelley Snider** – [ksnider@clearchannel.com](mailto:ksnider@clearchannel.com).

Director of CHR Programming/Program Director WNDV. Program Director for WNDV/WSSM/WSMM in South Bend, IN. Over-see programming and music for WAZY in Lafayette, IN. Oversee music for WBWB in Bloomington, IN. Looking for a Strategic thinker with organizational skills. On-air shift required and must be experienced in Selector, music, multi-format knowledge, promotions and staff. Other duties will be assigned. Please submit resume, ratings samples and on-air demo for this EOE position to [Arthur@artisticradio.com](mailto:Arthur@artisticradio.com)

89 WLS Radio is looking for a Full-Time News/Traffic Anchor. Must be able to write, produce and deliver news and traffic reports multiple times each hour. Successful applicant will have a minimum three years of major market news/traffic reporting/anchoring. Must have broad news knowledge, possess good news judgment, be adept at both reading from a script and ad-libbing, and have extensive knowledge of Chicagoland. Experience with Newsboss system and ability to interact with program host required. Reporting experience helpful. Resumes only. NO mp3's via email. EOE/AA. If interested, please e-mail your cover letter and resume to: [chicagoradiojobs@cumulus.com](mailto:chicagoradiojobs@cumulus.com) Please reference the following three things in your cover letter: Hiring Manager & Department Code (listed below) and where you saw this job posting: **Tracy Slutzkin** – Dept. AA. WLS-AM, 190 N. State Street, Chicago, IL 60601

97.1 The Fan in Columbus, Ohio, is searching for a talk show host. This role is responsible for co-hosting a daily sports talk show as well as covering various Ohio State University sporting events. In addition to on-air work, responsibilities include writing and contributing to social media and representing the station through various appearances. The successful candidate will be a seasoned sports talk show host with extensive knowledge of college football and a high degree of creativity, originality and discretion. This position also requires working knowledge of digital editing platforms; ability to write and deliver sports updates a plus. Qualified applicants may apply online at <http://www.dispatchbroadcast.com>.

**Radio One Communications** in Northwest Indiana has a full-time opening. The foundation of the position will be in promotions and events for a four station group including planning and managing the execution of station promotions, contesting and appearances. This position requires a motivated self-starter with excellent organizational skills who can pull together projects across multiple departments. Execution of station events will require a flexible schedule. In addition, the position will require filling-in as needed for on-air talent, news/traffic reporter, commercial production and more. Please send cover letter, resume, and audio to [jobs@radiooneindiana.com](mailto:jobs@radiooneindiana.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.

**THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416**

**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)**

**Midwest Communication** is looking for a country brand manager for WDEZ in Wausau, Wisconsin. We're looking for an 'A' player with music research, promotions, staff development/training, and on-air. The successful applicant will know that a great on-line experience for WDEZ's audience is just as important as on-air excellence. This is a highly successful, market-leading brand. You'll work with the best air staff in the region with a big 100,000 watt signal and very strong on-line and social media tools. Wausau, WI is one of the nation's great small cities, with low cost of living, excellent schools, and high quality of life. We're a growing, privately owned company that many of employees say is the best they've ever worked for. Our ideal candidate is someone who's thinking long-term about their career, and knows the difference between playing to win vs. coming in to work. Email your air check, resume and cover letter to: [chris.conley@mwcradio.com](mailto:chris.conley@mwcradio.com) or mail to WDEZ Radio, Attn: **Chris Conley**, Operations Mgr., 557 Scott Street, Wausau, WI 54403.

**Clear Channel Media and Entertainment** has an Operations Manager opening in Wichita, KS. Requirements include prior Radio Program Director or Radio Operations Manager success, strong leadership skills, multi-format knowledge, a passionate, positive desire to motivate and lead a team to success. Proven success in AC/Country would be helpful. Candidate must be a strategic thinker, and extremely organized. Candidate must have an advanced understanding of all digital platforms. This position requires a true partnership with the sales department. Candidate must have a background in client relations and a solid knowledge of radio sales; including non-traditional revenue and event/concert planning. Candidate must have high level talent coaching skills. Essential Duties also include:• Directs all operations related to the programming and promotion of a radio station• Supervise Program Directors, Promotions Director, online and on-air staff in accordance with Clear Channel's policies and applicable laws. Provide operational counsel to station with emphasis on productivity, cost, technology and production capabilities. Maintain "bridge" between Programming and Sales goals. Hold regular staff meeting, both full and individual, keeping staff informed of station directions and procedures. Maintain current knowledge of trends in research, music and imaging. Monitor market competition. Protect station from any FCC infringements of on-air conduct. Assure atmosphere of creativity and openness. Responsible for training, scheduling and supervision of board operators, including but not limited to education on all FCC rules impacting on-air operation. Cluster ratings, digital platforms, building-wide leadership and positive interaction with sales must be a daily focus. Must be proficient in Nexgen, GSelector and have 5+ years on-air experience. High School Diploma is required. College degree is a plus. Resumes and materials can be sent to: **Vicky Gutierrez**, 9323 East 37th Street North, Wichita, KS 67226, or apply online at <http://www.ClearCareers.com>.

100KW KSJZ-FM (Mix 93.3), Jamestown, ND is accepting applications for a full-time morning show position; which can include play by play if the applicant is interested. Operated by **Chesterman Communications** of Jamestown, Inc., KSJZ is a locally owned and operated; independent; ultra-stable standalone property that can be a great fit for a veteran weary of Corporate or an enthusiastic entry-level individual. Our sales staff of 5 has been in place for 12+ years. This opening was created by the retirement of an individual after a 48-year on-air career in Jamestown. This is a small-market gig (pop. 15,000) and that is reflected in the compensation. But we are a profitable operation and try to offer leading compensation for our market, along with a high quality of personal and professional life outside the fast lane. Jamestown is a great place to raise a family. KSJZ staff members enjoy modern operations with ENCO and radiotrafic.com systems. Programming staffing includes 4 full-time, 1 permanent part-time and a News Director for our 2 stations: more real people than staff large clusters in some big markets. A long-term possibility is a move to our Heritage, blowtorch station Classic Country KSJB-AM in mornings or afternoons upon future retirements. Applications taken into early December; we hope to fill the position by early January. Apply and get a detailed job description with a cover letter, resume and air check to: KSJZ-FM, 2400 8<sup>th</sup> Ave SW, Buffalo Mall, D1, Jamestown ND 58401. Or email material to: [mrradio@ksjbam.com](mailto:mrradio@ksjbam.com)

