

THE  
**MAIN STREET**  
Communicator Network  
**TATTLE R**

Publisher: Tom Kay

Editor • Claire Sather Assistant Editor • Jess Treft

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**Learning Conference Takes (On) Payola!** There is no doubt the relationship between the music and radio industries has been immeasurably altered by the outcome of the ongoing investigation into record promotion practices by the New York State Attorney General **Eliot Spitzer's** office. Multi-million dollar settlements have been reached with three of the top 4 label groups; several large radio groups have been subpoenaed and many of the AG's findings have been turned over to the FCC for further investigations. What was really found in those investigations, and how can that knowledge allow the radio and records industries to forge a new, healthier – and fully legal - relationship? The Conclave Learning Conference is proud to present “**Is It Legal?**” featuring the lead investigator for the NY Attorney General's office, Assistant Deputy Attorney General **Terryl Brown Clemons**. In this important keynote session, she will explain her office's findings - and how those findings can be used as a backdrop for a more correct relationship under the law for both the record and radio industries. Her session will dispel some myths that began circulating a year ago when news of the Spitzer probe began to surface, and provide a rare Q&A that allows industry professionals to address Ms. Brown Clemons on an issue that has changed the industry's way of doing business – perhaps forever! Moderating Ms. Clemons session will be Billboard Radio Monitor's Executive Editor, **Paul Heine**. Join Ms. Clemons and Paul Saturday morning, 7/15, at 11AM for this most important keynote!

**Learning Conference Reaches The Summit!** The Conclave announced that **McVay Media**, in association with **The Beacon**, will spearhead the *McVay Media Programming Summit* to be held during “Conclave 2006: Future Tense!” at the Marriott City Center in Downtown Minneapolis from Thursday, July 13 to Sunday, July 16. The 4-hour *McVay Media Programming Summit* is designed to help programmers develop methods to better reach their audience and is part of an overall agenda designed to help radio industry professionals better serve their companies, careers and audience.

The first session Friday, July 14 at 8 AM, is “Reinventing Radio 2006.” This fast paced session is 90 minutes devoted to sharing how radio is ripe for reinvention. **Mike McVay**, President of McVay Media, will discuss how the reinvention of certain aspects of radio such as music, personalities, promotions and marketing will bring listeners to the medium. By the end of this session, attendees will learn to see radio in a whole new way. At 3:30 PM that same day, the Summit presents “Running For Office: Electing Your Way to #1!” will explain why radio stations should “run for office” just as politicians do. Elections are popularity contest, and that's what radio ratings are as well, therefore, we need to get our radio stations “elected.” Discover the three faces of a political campaign and how they can be adapted to winning in Arbitron and in your market, regardless of size. Mike McVay and **Gary Donohue** will explain. The final session of this series is “Programming in a New Media World The Care & Feeding Of Your Air Talent” on Saturday, July 15 at 8AM. A full 60 minutes will be devoted to McVay Media VP/Rock, **Dave Lange**, will host an all-star group of successful air talent including **Bobby Rich**-KMYZ/Tucson, **Sandy Bennett**-WSNY/Columbus, **Dave Ryan**- KDWB/Minneapolis, **Connie & Fish**-Z104/Madison. Come WAKE UP with the celebrities who wake up America. McVay Media is a full service, internationally known radio consultancy based in Cleveland, Ohio. It serves radio clients worldwide. The Beacon ([www.beaconradio.org](http://www.beaconradio.org)) is a new kind of radio program where along with great music, listeners can also find encouragement, entertainment and inspiration!

**CBS** plans to sell stations in Austin, Buffalo, Cincinnati, Columbus, Fresno, Greensboro-Winston Salem, Kansas City, Memphis, Rochester, and San Antonio. **CBS's** intent to sell it's smaller-market stations had previously been disclosed, however which stations were being severed had not been announced.

**Jason Lewis's** rumored return to the Twin Cities has proven to be true. Lewis will be leaving his afternoon host position at Talk WBT-AM-FM/Charlotte to the completion of his contract in October when his replacement will be named. A 5-year deal awaits Lewis at **Clear Channel** FM Talker KTLK-FM/Minneapolis. Before joining WBT, Lewis hosted the afternoon show on **Hubbard's** Talk KSTP-A.

**Changes.** **Maxwell** hops on board nights at **Clear Channel** Top 40 WNCI/Columbus. He comes to them from an APD/MD/Night slot with **Citadel** Top 40 KSMB/Lafayette, LA...**Kansas University** taps sideline reporter **David Lawrence** for analyst duties this football season; **Nate Bukaty** will now be on sideline duty...check out **Ad-Venture Media/Mitchell Broadcasting Group** PD **Mike Shannon's** new website: [www.indianaairwaves.net](http://www.indianaairwaves.net) for all the news



**ADDED: KHOP/Modesto!**

**KQKY/Kearney 22X!**

**KKPN/Corpus Christi 14x!**

**WCIL/Carbondale 11x!**

**Airplay! WIXX, WCGO, WZEE, CKEY, WJBO,  
WZAT, WLKT, KZMG, WXXX, WZKL!**



# ROLL ON

THE  
LITTLE  
WILLIES



Milking Bull  
Records

EMI

**ADDED** KCDU/Monterey

KURB/Little Rock

WAYV/Atlantic City, WTSS/Buffalo

**ON** KIMN/Denver 26x!, KNBT/San Antonio 22x!

WRLT/Nashville 22x!, WZEW/Mobile 17x!

WMMM/Madison 15x!, WTTS/Indianapolis 14x!

and notes about Indiana radio and TV

Conclave Board member **Gary Nolan** will be joining the research firm **The Harker Group** as it's EVP. Most recently, Nolan has served as Sandusky AC KRWM (WARM 106.09)/Seattle OM. Principle/Co-Owner **Glenda Shrader-Bos** says "Gary will be a wonderful addition to our team and he brings years of coast to coast broadcast experience, from LITE in NYC to WARM in Seattle". Gary will be relocating to Raleigh, NC to begin his new gig. Congrats

Now a Spelling Bee for adults! Mid-day hosts **Kathy O'Malley** and **Judy Markey** of Tribune Talk WGN-AM/Chicago have created their own version of the bee and will hold it on air during their weekly "Sex Thursday" segment June 1<sup>st</sup> at the 11 am hour. Brush up on your "adult-themed" words because afternoon host **John Williams** will be the guest judge!

Announced today, a deal between WJR-AM/Detroit and host **Frank Beckmann** to continue to call **University of Michigan** football games despite their move from WJR to CHUM Ltd. In addition, deals between **Host Communications** and WOMC has also spawned a 10 Michigan hockey games and a 1 hour long weekly Wolverines show on WXYT-AM, men's basketball broadcasts will now be heard on CBS WWJ-AM. Both football and basketball games will also be heard on **Sirius Satellite Radio**. Michigan football was dropped by WJR when they picked up rival Michigan State.

**The Sun Times Robert Feder** reports today that **Emmis** Classic Rocker WLUP (97.9 The Loop)/Chicago employees have voted 14-7 in favor of sticking with **AFTRA**. Prompted by a petition from new staffers objecting to paying dues and fees, the vote was supervised by the **National Labor Relations Board**. **Eileen Willenborg** (AFTRA's Chicago local executive director) says: "The men and women who supported **AFTRA** have sent a strong message-a message management cannot ignore.....With this vote they affirm that **AFTRA** representation is vital to assure fairness and equity in wages and working conditions. These broadcasters need a voice in the work place and **AFTRA** is that voice."

**Conclave Learning Conference 2006: Future Tense.** Marriott City Center/Minneapolis. **Rev. Al Sharpton, Gloria Steinem, Terry Brown Clemons.** 14 Format Symposia. Over 40 sessions. \$399 – still the lowest price of ANY industry conference – through Thursday, June 1<sup>st</sup>! To register for the 2006 Learning Conference or for questions on any Conclave program, call 952-927-4487 or visit [www.theconclave.com](http://www.theconclave.com).

Over \$22,000 was raised for children afflicted with cancer at **Camp Quality of Northwest Missouri (NWMO Inc.)** by Eagle Radio Hot AC KKJO (KJO-105.5)/St. Joseph, MO.'s morning show Radio-A-Thon hosted by Gregg & Bj. The Radio-A-Thon lasted 13 hours on May 19<sup>th</sup> from 6 am until 7pm at the **Hy-Vee** in St. Joseph. Congratulations!

**Mike Shepard** has been named the VP of Client Strategies of **Pinnacle Media Worldwide (PMW)** effective immediately. Shepard has been quoted as saying, "**Pinnacle Media** has quickly developed into the most dynamic, client oriented media research company in the world and this was such a natural synergy. I always admired how Bob designed a company chock full of experienced programmers who love research. Now, we can build upon that with an equally strong perceptual/strategic division, for full service domestically and alongside **Pinnacle VP/International Ken Benson.**" PMW's **Pres./CEO Bob Lawrence** added "The **Pinnacle** brand is already known for providing the most cutting edge, tactical research in the industry, including our new Online Music Test unveiled earlier this week. Mike brings an incredible, strategic dimension to the **Pinnacle** team. We pride our company on services that are developed for programmers by programmers. Shepard is not only the best when it comes to developing perceptual studies and strategic plans for radio, he is one of the most talented programmers and marketers, on the planet."

The Conclave thanks it's proud partners for the 2006 Learning Conference: **Platinum Partner-** Billboard Radio Monitor. **Partners:** All Access, Arbitron, AudioXChange/BitXChange, BMI, The Beacon, Brown College, Envision Radio Networks, Jones Radio Networks, Lincoln Financial Media, Loyal Ears, McNally-Smith College of Music, MediaSpan, Megatrax, MusicMaster, Nielsen Entertainment/BDS Radio, PromoSuite, RCS, Specs Howard School for Communication Arts, and Troy Research.

According to the **Sun-Times Robert Feder**, WPJX-AM/Zion, IL (north of Chicago, near Wisconsin border) returns to the air with after being silent since January when it's former owner **Multicultural** pulled the plug on the stations' oldies format. WPJX will boast a new Reggaeton format under new owner **Polnet Multicultural**, an affiliate of **Radio Disney**, bought the station in 2002. The station is presently jockless and being managed temporarily by former **Polnet** CEO **Kent Gustafson**.

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# EUGENE EDWARDS

IS IT  
ANY  
WONDER?



**Changes, Too. New Radio Group** purchases Classic Rock/Hits WLRK/Wausau, WI from **Seehafer Broadcasting**. Effective June 1<sup>st</sup>...**Brian McGonough** of **Connoisseur Media** Adult Hits KIBB/Wichita has been tapped as Wichita Market Manager...**Jeb Freedman** adds full-fledged PD stripes to his current APD/MD status at **Clear Channel** Alternative KTCL/Denver...**NRG Media** Modern AC KQKQ/Omaha names WFLY/ALBANY, NY air talent **Marissa** for middays...WNUA/Chicago's (**Clear Channel**) Smooth Jazz midday host **Rick O'dell** will also perform MD duties effective June 3<sup>rd</sup>. O'Dell replaced **Michael La Crosse** who is seeking a new opportunity outside radio.

Congrats to **John "The U Man" Ulett** on 30 stellar years on the air at **Emmis** Classic Rock KSHE/ST. Louis!

**Conclave Saves U Money, Dept!** If you're a member of a radio group, consultancy or label of any size, check with your headquarters for information regarding the Conclave's incredible **Group Registration Program**. Your company could save hundreds, and perhaps thousands of dollars using it. If your company did not receive an invitation to participate this week from Conclave Board member and KEZO/Omaha PD Lester St. James, contact the Conclave office 952-927-4487 for details.

At noon yesterday, **Clear Channel** AC KMXD (My 100.3)/Des Moines began simulcasting the signal of sister Adult Hits KDRB (106.3 The Bus).

WCLQ (89Q/Wausau wake up show host and voice over guy **Ken Bishop** picks up imaging duties in the Northeast on New York's "**Sound of Life**" **Radio Network**, broadcasting in PA, VT, MA, CT, NJ as well as New York state. Wanna know why? Contact Ken and ask for his Imaging samples at <http://www.kenbishop.org>.

**Super-secret Conclave Special for TATTLER readers:** The Conclave invites you to receive 2 complimentary issues of Billboard Radio Monitor. If you enjoy your free copies, you can choose to continue receiving it every week for only \$179. That's over a 40% savings when you sign up through this special offer today. You will NOT see a better price for a subscription ANYWHERE! In addition to the magazine, you'll receive unlimited online access to [www.BillboardRadioMonitor.com](http://www.BillboardRadioMonitor.com), so you'll be in tune with radio news as it happens, from business and regulatory, to digital, syndication and coverage across all major formats— along with charts, hit predictor updates and more. To sign up for this exclusive offer visit [www.subnow.com/BM/S6CON](http://www.subnow.com/BM/S6CON)

**More Changes. Kato** departs mornings at Top 40 WCIL/Carbondale, IL, leaving the space open for afternoon dude **Jone E. Quest** to fill...**Summit City Radio** Alternative WXTW/Ft. Wayne, IN promotes **Rob Livergood** from AE to Sales Manager...Former WBNQ/Bloomington talent **Beavis** is now on weekends at **Radio Star** Top 40 WQQB/Champaign, IL.

Condolences to family and friends of former KSTP-AM, KDWB-AM, and WWTC-AM/**Minneapolis** producer **Joe Hansen**, who died this week in St. Paul. He was only 50. Hansen was known as "The Jackal" on **Tommy Mischke's** show at KSTP, and worked for several years with Jason Lewis at KSTP (Lewis is returning to the Twin Cities. See story elsewhere in this TATTLER).

**Jobs.** KDWB/Minneapolis seeks a full-time Promotions Coordinator. Are you organized, a self-starter, enthusiastic, outgoing, detail oriented, proactive and reliable? Can you handle driving large vehicles, have a valid driver's license, and personal auto insurance? Want to work a flexible schedule including nights, weekends and holidays as necessary? E-mail or mail resume, cover letter, position you're seeking and salary requirements to: Hiring Manager, **Clear Channel**, 1600 Utica Avenue South, Suite 400, St. Louis Park, MN 55416. E-mail: [Employment@ClearChannel.com](mailto:Employment@ClearChannel.com)...Midwest country powerhouse WNCY/Green Bay-Appleton needs a Program Director! This is truly a great opportunity for the right person. Y100 has consistently placed #1 in the market and we're looking for the programmer to continue the winning trend. Country is King and if you have a winning track record with experience as a Program Director please send your package to **Jeff McCarthy**, VP Programming/**Midwest Communications, Inc.** at [www.mccarthy@mwcradio.com](mailto:www.mccarthy@mwcradio.com) or mail your essentials to Box 23333, Green Bay, WI 54305...**Clear Channel Radio/Minneapolis** has an immediate opening for an Internet Sales Traffic Manager. The position requires an exceptionally organized self-starter with strong communication skills and the ability to work independently. E-mail or mail resume, cover letter, position you're seeking and salary requirements to: Hiring Manager, **Clear Channel**, 1600 Utica Avenue South, Suite 400, St. Louis Park, MN 55416. E-mail: [Employment@ClearChannel.com](mailto:Employment@ClearChannel.com)...**ESPN Radio 1000** is looking for an Account Executive for Chicago's affiliate. Prior experience in media or sports marketing sales necessary. Please forward resumes to: ESPN 1000 Attn: **John Cravens** - Dept. A 190 N. State Street Chicago, IL 60601...**94.7 Chicago's True Oldies Channel** seeks two Account Executives. Resumes to **94.7 Chicago's True Oldies Channel** Attn: **John Cravens** - Dept. A 190 N. State Street Chicago, IL 60601...**WLS 890 AM** is looking for (2) marketing-oriented sales executives who are comfortable in contacting and

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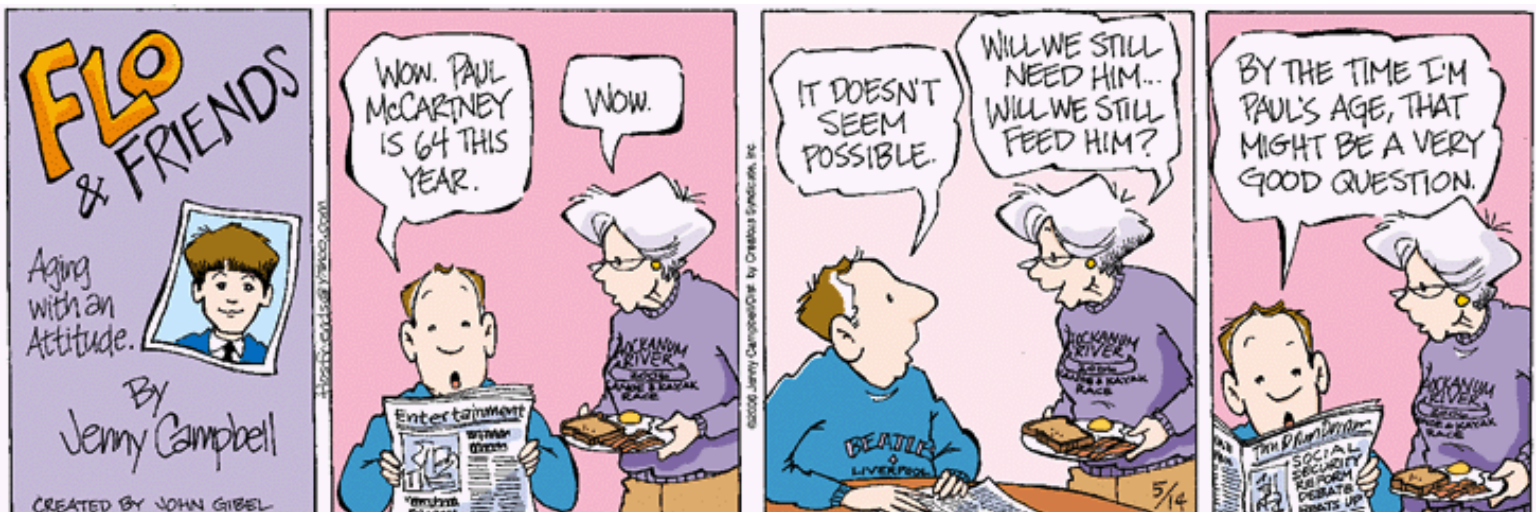
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**MICHAEL VINCENT**

Won't Look Back

presenting to business executives. To qualify, you should be extremely organized with strong verbal and written communication skills. Please submit resumes to **WLS 890 AM** Attn: **Patrick Fitzgerald** – Dept. A190 N. State Street Chicago, IL 60601... **WTMJ Radio** seeks reporter w/ excellent written and verbal communication skills, proficiency in newsroom software and digital audio programs. Experience: Minimum of 1 year of experience in journalism; including experience in news anchoring and reporting for a broadcast or online news operation. Res and cover to **Dan Shelley** News Director/Assistant Program Director, WTMJ Radio 720 E. Capitol Drive Milwaukee, WI 53201-0693 Phone: 414.967.5486 [dshelley@620wtmj.com](mailto:dshelley@620wtmj.com) ... **Radio Disney AM 1300** seeks admin asst. to assist the Station Manager. Knowledge of Marketron traffic system helpful. Res. to **Radio Disney AM 1300** Attn: **Karyn Esken** - Dept. A 190 N. State Street Chicago, IL 60601 Fax: (312) 577-5994... **ABC WZZN** seeking General Sales Manager to recruit, hire, train, and manage the local sales effort. Resumes to **94.7 Chicago's True Oldies Channel**, Attn: **John Cravens** - Dept. A 190 N. State Street Chicago, IL 60601 Fax: (312) 980-1006 **McCook Radio Group**, FT opening for an Imaging Director/on-air fill-in host. Must use Cool Edit/Adobe Audition, and can do an occasional fill-in airshift Experience with audio editing software is a must! e-mail T&R to: [mrgopening@yahoo.com](mailto:mrgopening@yahoo.com) or McCook Radio Production P.O. Box 333 McCook, NE 69001... **NRG Media/Wisconsin** is seeking sales manager with 3+ years of successful radio sales experience. Resumes, cover letters and salary reqs to **Benjamin D. Rosenthal** GM, 2301 Plover Road Plover, WI 54467 [brosenthal@nrgbroadcast.com](mailto:brosenthal@nrgbroadcast.com) ... **WSAU/Wausau, WI** seeks news reporters to anchor newscasts and cover stories. The ideal candidate will have small market experience. Send T&R to **WSAU**,

557 Scott Street, Wausau, WI 54401 or [Chris@wsau.com](mailto:Chris@wsau.com) ... News-Talk **1400 WDWS** and Lite Rock **WHMS/Champaign, IL** have a FT opening for an overnight air personality/operator. Duties include on-air work on WDWS and WHMS, assisting in news gathering, production, working behind the scenes and on-air with the morning shows. T&R by 6/06 to WDWS/WHMS 2301 South Neil Champaign, IL 61820... **NextMedia/Joliet, IL** seeks ambitious person to assist in on-air contest, remotes and station events. Must be flexible with schedule: nights, weekends and holidays. Res and cover to 2410-B Caton Farm Rd. Crest Hill Il. 60435 Attn. **Dan Waddick** or [Dwaddick@nextmediachicago.com](mailto:Dwaddick@nextmediachicago.com) or fax to 815-577-9231... **NextMedia WCCQ/Southern, IL** is looking for motivated individuals for live weekend airshifts and possible weekday voicetracking work. Digital production skills helpful. T&R to [nextmediasouth@nextmediachicago.com](mailto:nextmediasouth@nextmediachicago.com) or to WCCQ 2410B Caton Farm Road Crest Hill, IL 60435... **Clear Channel/Southern IL.** seeks production/creative services director with At least 2 years experience writing, voicing and producing commercials, promos and station imaging on a regular basis, knowledge of Adobe Audition or SAW, has STRONG writing skills. Mail T&R w/writing samples to **Paxton Guy** OM, 1822 North Court Street Marion, IL 62959... **River Radio CHR WCIL/Marion-Carbondale, IL** seeks morning co-host. Must be able to relate to females 18-34. Other duties include: production, lots of appearances. T&R to **WCIL-FM River Radio** Operations Manager 1431 Country Air Drive Carterville, IL 62918... **Saga KICD/Spencer, IA** seeks News Director. T&R to **Bill Campbell**, OM, PO Box 260, Spencer, IA 51301... All positions listed in the **TATTLE** represent equal opportunities, and are provided free of charge by emailing [claire@main-st.net](mailto:claire@main-st.net). No calls unless otherwise specified.



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Cartoon stolen by Lenny Bronstein

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McVay Media Summit  
CRB Presentations  
14 Format Traks & more

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## The 2006 Conclave Learning Conference

# FUTURE TENSE

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Envision Radio • Jones Radio  
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McNally-Smith College of Music  
MediaSpan • Megatrax  
MusicMaster • Nielsen Entertainment  
BDS Radio • PromoSuite • RCS  
Specs Howard School for  
Communication Arts • Troy Research

**Please Note: This Agenda is subject to change without notice.**

### THURSDAY, July 13, 2006

9AM **BILLBOARD RADIO MONITOR & PROMOSUITE** PRESENT  
THE PROMOTION SUMMIT

Sales & Promo: *Happy Marriage!* w/ **Michelle Matthews & Friends**

*Making Lemons Into Lemonade* w/ **Eric Murphy & Friends**

*Branding in the Streets* w/ **Paul Miraldi & Friends**

*Brainstorm 2006* w/ **Doug Harris**

12N NEWCOMER S WELCOME ROOM

1PM SILENT AUCTION OPENS

1PM **ALL ACCESS** PRESENTS CONCLAVE COLLEGE

*Top 10 Biggest Programming Mistakes* w/ **Steve Warren**

*Dear Diary? The Arbitron Session* w/ **Bill Rose**

*Inside vs Outside Thinking* w/ **Warren Kurtzman**

*The Group Heads Super Session* w/ **Rick Cummings, Peter Smyth, Steve Goldstein, more**

6PM **LINCOLN FINANCIAL MEDIA** PRESENTS THE WELCOME  
GATHERING/SHOWCASE

9PM **HARDRIVE** 10<sup>TH</sup> ANNIVERSARY CONCERT

### FRIDAY, July 14, 2006

8AM Friends of Bill W.

8AM **THE BEACON** PRESENTS THE **MCVAY MEDIA SUMMIT**,  
TRAK #1- Reinventing Radio w/ **Mike McVay**

9AM HD2- THE REVOLUTION HAS BEGUN w/ **Mark Pennington & Friends**

9:30AM **CRB** PRESENTS- Extreme Makeover-Radio Edition w/  
**Faculty TBA**

9:30AM TECHNOLOGY & RADIO w/ **Fred Jacobs**

10:30AM KEYNOTE #1: KEEPING IT REAL w/ **REV AL SHARPTON**

11:30AM **ARBITRON AWARDS LUNCHEON** (This luncheon may be  
moved to Saturday at 12 Noon)

1PM KEYNOTE #2: **GLORIA STEINEM**

2PM **BILLBOARD RADIO MONITOR** PRESENTS CONCURRENT  
FORMAT SYMPOSIUMS

Top 40                      Retro                      Christian AC #1

Modern Rock              Country

3:30PM **ARBITRON S** PPM UPDATE w/ **Jay Guyther**

3:30PM **THE BEACON** PRESENTS THE **MCVAY MEDIA SUMMIT**,  
TRAK #2 — Electing Your Way To #1 w/ **Gary Donahue & Mike McVay**

3:30PM SECRETS OF CONFLICT MANAGEMENT w/ **Dr. Jody Janati**

4:30PM THE LONG & WINDING ROAD-CAREER PATHS TO  
SUCCESS w/ **Jim Murphey & Friends**

4:30PM CAREERTRAK #1/AIRCHECK CLINIC

4:30PM **BILLBOARD RADIO MONITOR** PRESENTS  
CONCURRENT FORMAT SYMPOSIUMS

Rock                      Adult Top 40              Christian AC #2

Urban/R&B/Hip Hop      Sports-Talk

6PM THE **MEGATRAX** EXHIBIT HALL HAPPY HOUR

8PM MINNEAPOLIS AQUATENNIAL BLOCK PARTY

### SATURDAY, July 15, 2006

8AM Friends of Bill W.

8AM **BROWN COLLEGE & SPECS HOWARD** Present The JOB  
FAIR (until 12N)

8AM **THE BEACON** PRESENTS THE **MCVAY MEDIA SUMMIT**,  
TRAK #3 —The Care & Feeding of Your Air Talent w/ **Dave Lange**

9:30AM THE PRODUCTION WORKSHOP — How dThey Do That?  
w/ **Ian Sturgeon & Friends**

9:30AM **BILLBOARD RADIO MONITOR** PRESENTS  
CONCURRENT FORMAT SYMPOSIUMS

AAA                                      News/Talk

Mainstream AC                      Latin/Hispanic

11AM RECORDS & RADIO, UNPLUGGED? w/ NY DEPUTY ATTY  
GEN L **TERRYL BROWN CLEMONS** — **Paul Heine, moderator**

12N **BMI LEGENDS LUNCHEON** (This luncheon may be moved to  
Friday, 11:30AM)

1:30PM KEYNOTE #4 TBA

2:30PM **CRB** PRESENTS- Charts, Dollars & Cents: Are We Making  
Any? w/ **Faculty TBA**

2:30PM PRODUCTION WORKSHOP #2 — Imagination Spark Plugs  
**Ian Sturgeon & Friends**

3:30PM HD RADIO — MAKING IT WORK w/ **Mark Pennington & friends**

3:30PM THE AUDIENCE MEASUREMENT BAKE-OFF/CLEAR  
CHANNEL S RFP TOP 3 SQUARE OFF! w/ **Faculty TBA**

3:30PM CAREERTRAK #2/AIRCHECK CLINIC

5PM **BDS RADIO/NIELSEN ENTERTAINMENT** present the TWINS/  
INDIANS TAILGATE PARTY

6PM **BDS RADIO/NIELSEN ENTERTAINMENT** present the TWINS/  
INDIANS AT THE DOME

### SUNDAY, July 16, 2006

8AM GETAWAY BRUNCH

9AM CONCLAVE BOARD MEETING (open to all)

**NOTE: PRIME SPONSORSHIP OPPORTUNITIES STILL EXIST FOR THE 31<sup>ST</sup> LEARNING CONFERENCE. CONTACT THOMAS HARENS AT 952-927-4487.**

*The Conclave takes attendance at the Learning Conference seriously. That's why it prohibits non-sanctioned promotional activity (lunches, dinners, showcases, etc.) During any scheduled conclave session/event detailed above.*

*Example: Inviting, then taking a group of programmers to an Friday afternoon event at the same time conference sessions are scheduled, is expressly forbidden and may result in immediate forfeiture of Learning Conference credentials for all parties involved.*

**IF YOU HAVE A QUESTION ABOUT WHAT ACTIVITIES ARE ALLOWED, PLEASE ASK IT IN ADVANCE OF PLANNING AN OUTSIDE EVENT.**

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