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MAIN STREET

Presents

The Conclave

TATTLE R

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The FCC is looking seriously into Arbitron's PPM with an official Notice of Inquiry (NOI). "Broadcasters, media organizations, and others have raised concerns about the use of the PPM and its potential impact on audience ratings of stations that air programming targeted to minority audiences, and consequently, on the financial viability of those stations. "They assert that, because audience ratings affect advertising revenues, undercounting minority audiences could negatively affect the ability of these stations to compete for advertising revenues and to continue to offer local service to minority audiences. "They express concern that such undercounting could particularly affect the ratings of local, urban-formatted radio stations that broadcast programming of interest to African-American and Hispanic audiences. "This NOI investigates the impact of PPM methodology on the broadcast industry as well as whether the audience ratings data is sufficiently accurate and reliable to merit the Commission's own reliance on it in its rules, policies and procedures."

Arbitron SVP/Press and Investor Relations Thom Mocarsky quickly responded with this official reaction. "Arbitron welcomes the opportunity to better educate all parties about our Portable People Meter service and its advantages over the diary-based system. The FCC Notice of Inquiry will allow us to further explain why a passive, electronic audience measurement service is a valuable tool that can help the radio broadcast industry compete with the emerging digital media in the 21st century. It is important to note that FCC's Notice of Inquiry regarding PPM is not the same as the formal investigation demanded by the so-called PPM Coalition. The Notice of Inquiry is an open proceeding in which any and all parties may express their views on a wide variety of issues. This is very different from a closed, adversarial proceeding before an administrative law judge." The National Association of Broadcasters were asked to weigh in, but they declined.

The PPM Coalition is pleased the FCC decided to launch this Notice of Inquiry into the accuracy and impact of the PPM service. "The commercialization of PPM has resulted in inaccurate and volatile ratings data due to fundamental flaws in the sampling methodology underlying the use of the electronic measurement device. Arbitron's failure to adequately address these important flaws in its sampling efforts has resulted in the under counting of minority audiences in the largest markets in the US. The Notice of Inquiry provides the first real opportunity to address these issues at a national level. Arbitron has now released PPM in 15 markets across the U.S. and has received MRC accreditation in just two of the 15. That fact alone should be cause for concern within the industry and at the FCC."

Under intense pressure, Rep. John Conyers (D-MI) attempted to defend his support of the Performance Fee legislation, known as H.R. 848. "The Performance Rights Act is one of my top priorities this Congress," he said. "On one hand, I believe that the time is finally ripe for establishing some form of equity for recording artists - allowing them to be paid fair compensation for their creativity. On the other hand, I am concerned about the economic impact this bill may have on broadcasters, particularly smaller broadcasters." "It is not the intention or goal of this legislation to drive broadcasters into bankruptcy or to bring about a widespread consolidation of the industry," Conyers continued. "First, I - along with a number of my colleagues - will be offering a managers amendment that addresses several of the concerns that have been raised at our hearings and subsequent meetings. The Managers Amendment provides a number of accommodations, including delaying the bill's effective date, reducing the royalty payments due, and insuring that the needs of small, minority, religious, and non-music broadcasters are taken into account. "Second, Today's markup is not the end of the legislative process, and I remain ready and willing to work with all interested parties in developing any necessary further accommodation, as long as they are willing to work with us in good faith. "Third, I am requesting - along with Ranking Member Smith and Reps. Jackson Lee, Gonzales and Lungren - a GAO study to analyze the economic factors for radio broadcasters and performing artists and copyright owners related to this Act. This does not mean that we do not have enough information to move the bill forward at this time, but that as we move forward we can and should supplement the information available to the rate-making authority. "Fourth, I plan to remain diligent in ensuring the vibrancy and competition available in the broadcast and other relevant markets. The last thing any of us wants to do is preside over a broadcast market that becomes more concentrated, and less diverse. I understand this is an important an emotional issue for many. Creative rights go to the core of our cultural and intellectual health as a society. Broadcasters are a vital cog in our local communities and our political debates. I believe we can encourage creativity, while at the same time protecting the economic viability of local broadcasters."

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How do leading stations build music strategies that keep them on top? Join Coleman Insights president/chief operating officer Warren Kurtzman for this session, which will reveal how figuring out what your station's music mix should consist of depends on far more than just which songs test well. Warren will show you how a strategic approach to making music decisions taking into account audience tastes, the compatibility of different music appetites, the expectations of your station and the music images of your competitor will increase your chances of success , Thursday May 28th at 2 PM CST.



Warren Kurtzman

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The **Conclave** is proud to present the latest in its series of exclusive webinars, "Deeper Insights Into Winning Music Strategies!" at 3P EDT/2P CDT this coming Thursday, May 28. In this important webinar for any music station in any format, **Warren Kurtzman**, Chief Operating Office for **Coleman Insights** will help each participant grow a successful music strategy expressly designed for his or her individual station. This webinar - sponsored by Coleman Insights - is free, but preregistration is required at <https://www1.gotomeeting.com/register/860466249>. How do leading stations build music strategies that keep them on top? Warren Kurtzman will reveal how determining the make-up of a station's music mix depends on far more than just which songs test well. Warren will show how a strategic approach to making music decisions—taking into account audience tastes, the compatibility of different music appetites, the expectations of a station and the music images of its competitor—will increase any station's chances of success. Warren was named president and chief operating officer of Coleman Insights in August 2008 after serving as a vice president since joining the firm in May 1995. He oversees the day-to-day operations of the company and also works with dozens of radio stations in North America, South America, Europe and Asia. Warren's background includes 11 years in radio station management and radio research with companies such as **Strategic Radio Research** and **Arbitron**.

Erich **Mancow** Muller thought waterboarding was no big deal. This morning on WLS/Chicago, he and co-host **Pat Cassidy** found out. Providing a first-hand account of the controversial interrogation technique, Mancow & Cassidy gave the listening audience and TV cameras a dramatic account. With Cassidy providing commentary, Marine Sgt. **Klay South** covered Mancow's face and stated that the average duration is 14 seconds. The procedure was over in eight seconds, but the effect on Mancow was most surprising to him. He was shaking for over an hour. "With all that's been done to this country, and I heard about water being dropped on someone's face, I thought I could hold out for thirty to sixty seconds" said Mancow. "It was instantaneous and I don't want to say this, but it was absolutely torture. That was drowning." After being checked out by an EMT, Mancow continued the rest of the show devoted to the procedure, his reaction and listener response. Mancow continued "If I knew it was this bad, I wouldn't have done it."

According to the political website thehill.com, House Dems are now petitioning the **Treasury Department** to provide a "bail out" for minority-owned broadcasters who have taken it on the chin during this economic downturn. According to the site, House members have drafted a letter to be sent next week. In it, they write "House Majority Whip **James Clyburn** (D-SC) is leading an effort to convince Treasury Secretary **Timothy Geithner** to take 'decisive action' by

extending credit to this sector of the broadcasting industry...Clyburn and other senior members, including House Financial Services Committee Chairman **Barney Frank** (D-MA) and Ways and Means Committee Chairman **Charles Rangel** (D-NY), argue that minority-owned broadcasters are sound businesses, but that the recession could undermine the government's efforts to diversify the airwaves...A number of members from the Congressional Black Caucus signed the letter, too...While many jobs are at stake, a more important principle — the government's fundamental interest in promoting a diversity of voices, including service to underserved communities — is severely threatened." The members are asking for a meeting with the Treasury Department and minority-owned broadcast entities and representatives from the **National Association Of Black Owned Broadcasters**.

Can **MSNBC** spend 30 days without taking a shot at **Rush Limbaugh**? Rush says no and has challenged the cable news network cease referencing him for one month. Said the flamboyant radio host, "Now, throughout the busy broadcast day, MSNBC cannot go an hour without mentioning me or playing video of me or having me discussed...So my challenge is this, to MSNBC. Let's see if you can run your little TV network for 30 days ... Let's see if you can do Rush withdrawal. Let's see if you can run your little TV network for 30 days without doing a single story on me, and then let's take a look at your ratings during those 30 days and see what happens. Rival Ed **Schultz**, host of MSNBC's "The Ed Show" and last year's Learning Conference keynoter," responded that he would accept the challenge if Rush would agree to "go 30 days without making any derogatory or hateful comments about the **President** of the United States. Thirty days. No racist, no sexist, no homophobic comments ... But there's an issue with my challenge and I realize that. Who would be the judge? You don't know the difference between a rexisacist (sic) and a homophobic comment. I mean, that's just who you are, that's just how you talk. You don't know any better." *Comment: Think what you will of either host, this TV repartee can only be very, very good for the radio programs of both talkers. - TK*

The sale of the **Chicago Cubs** from the **Tribune Co.** to **Tom Ricketts** is delayed because the two parties can't agree on the value of the team's radio and TV contracts. Have the Cubs received market value for those contracts, even though the Cubs and the stations are owned by the Tribune Co.? The Cubs have aired on Tribune's own Talk WGN-AM and CW affiliate WGN-TV for decades. The Rickett family wants to negotiate concessions on how ad revenue is shared between the team and the stations. If no adjustments are made, the Ricketts want a reduction in the \$900 million purchase price. The Ricketts have reportedly offered to sell pieces of the team to celebrity Cubs fans, including: **Bill Murray**, **Jim Belushi** and **John Cusack** to raise even more money for the sale, which includes the team, **Wrigley Field** and 25% of **Comcast Sportsnet/Chicago**.

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Keynote #1
Jeff Haley
President/CEO
R.A.B.

As you know, the 2009 Rockwell Award has been awarded to TWO longtime radio executives – **Saga Communications' Steve Goldstein** and veteran programmer/consultant **Kipper McGee**! Both will be honored at the annual Awards Luncheon (sponsored by **Arbitron**) during the Conclave Learning Conference scheduled for Friday July 17th at the Sheraton Hotel South in Minneapolis. To answer the question the Conclave office has been fielding recently – “*What can I do to salute these two selfless contributors to our industry*” – besides being in attendance when they receive their award, here's an answer: Consider the purchase of a recognition ad in the 2009 Awards Program booklet. Ads are priced starting at \$250, and all money collected is returned to the Conclave to assist in its many educational programs. Salute Kipper and Steve and give back to the Conclave, all at the same time! Interested? Contact **Jessica Frier** at 952-927-4487 or <mailto:jessica@theconclave.com>.

Clear Channel launched a new initiative this week to help local listeners seeking employment to market their skills and uniqueness on the air to attract employers. 21 Clear Channel Radio stations across the country will choose five unemployed entrants a week to record their own 30-second radio resume which gives basic information and directs interested employers to each station's website where further information can be found. “We realize this is a difficult time for many individuals and families and want to support our listeners who are out of work in any way we can,” said Pres./CEO **John Hogan**. “Radio is all about community and serves as the perfect platform to connect job seekers with employers. We hope that job seeking listeners will take advantage of this special opportunity.”

Clear Channel Classic Hits WMJI/Cleveland removes “Majic” from their name during the NBA Eastern Conference Finals in support of their hometown team, the Cavaliers. WMJI chose to not share the name of the Cavs opponent, the Orlando Magic, instead the station has been renamed “Cavs 105.7” until the series is over. “WMJI will not lend any credibility to the nickname of our hated rival in this round of the playoffs,” said PD **Keith Abrams**. “Until the Cavs do away with Orlando, as they most certainly will, our radio station will remain a Majic free zone.”

A new Internet service for automotive vehicles, **Autonet Mobile**, is distributing its wireless router at Advance **Auto Parts** stores, LA-area **Best Buy** stores and online. Its aim is to enable drivers to turn their automobiles into a mobile WiFi hotspot. Advance is selling the router as an in-car entertainment accessory for \$400 with a monthly fee of \$29 for 1 GB of data or \$59 per month for 5 GB of data. Autonet is also behind **Cadillac's** new in-car WiFi offering for its CTS sport sedan. That product will be installed by the dealer with a \$499 price tag, with a \$29 per month fee. *COMMENT: As technology*

moves closer and closer to the reality of having 100% Internet access and capability in automobiles, it will be interesting to see if/when federal and state lawmakers begin addressing the Internet's presence in autos the same way those same governmental units are addressing the presence of cell phones in cars: that is, banning them because of the distraction factor. Legislation ordering 'Listen-only' Internet, as opposed to interactive, may become the only web access legally available to drivers. That, of course, could be very good for broadcasters who stream. In fact, keeping total interactivity out of the automotive dashboard might make a very good target for lobbying groups like the NAB to take up in state legislatures and Congress. Anybody listening? TK

Jacobs Media released another **iPhone** app, “Barguments,” featuring over 150 unique and simple questions that habitually spark debates. The application is based on the Barguments books (**Simon Spotlight Entertainment**) and the launch of barguments.com. Sample questions are: “Which requires the most skill - driving, pool or Guitar Hero?” “Would you rather an ex or your boss win the lottery?” “I came across the website and book, fell in love with the Barguments concept, and I knew it would make a great iPhone app,” **Jacapps' Keith Cunningham** said. “Instead of arguing over politics, which has become so passé, Americans should be debating whether or not muscular women look sexy or if 40 is too old for Facebook.” iPhone owners can download the new Barguments app for 99 cents. For information on Jacapps, contact **Paul Jacobs** at (800) 928-3343 or at pauljacobs@jacobsmedia.com.



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Sale-ing Away. TMH Media Group is buying Gospel WCVG-AM/Covington, KY-Cincinnati from **Davidson Media** for \$450,000. TMH presently provides programming to the station through a time brokerage agreement...**Horizon Christian Fellowship** is selling FM translator W249BP/Princeton, IN to **DLC Media, Inc.** for \$4,000 and W243AM/Mattoon, IL to **The Cromwell Group** for \$3,000...**Key to Life Center** has sold the construction permit for a new noncomm FM in Waconia, MN to **Blake Rice's Jagerita Radio** for an amount equal to the seller's legal and engineering expenses, plus an hour of airtime every Sunday during the current license term.

Earlier this week, **Bonneville/Cincinnati** moved Alternative WSWD which had been at 97.3 to 94.9 HD-2 radio and began streaming it online at TheSoundCincinnati.com. Country WYGY moved back to 97.3 FM from 94.9, its former dial position just six months ago and 94.9 flipped to 80's AC as Rewind 94.9.

Conclave friend and former faculty member **Jerry Del Colliano** checks in to remind *TATTLER* readers of his daily posts on his website, [InsideMusicMedia.com](http://www.insidemusicmedia.com) (<http://www.insidemusicmedia.com>)! *Comment: We encourage regular visits to Jerry's site (you can sign up to receive his posts by email, too). By doing so, you'll get to know folks like Fagreed, Tricky, and Slogan. And who exactly are they? The names of the real 3 Stooges? No comment. - TK*

Salem Communications names former **Midwest Communications/Duluth** Market Manager **Ron Stone** as GM of Salem/Minneapolis. Stone will oversee Talk WWTC-AM, Business Talk KYCR-AM and Religion KKMS-AM/Minneapolis.

Lew Latto is back at **Midwest Communications** Talk WDSM-AM/Duluth for mornings 7-9a after being shown the door in March. Latto, who first joined the station in 1958, will be back on the air June 1st. Latto left because of conflicts with then Market Manager **Ron Stone**. Latto has an extensive resume, including: WDSM-AM, WEBC-AM and his own KXTP-AM and WAKX/Duluth as well as WKLK-AM/Cloquet, MN and owns Talk KRBT-AM and AC WEVE/Eveleth, MN and Country KGPZ/Grand Rapids, MN. The second Ron Stone resigned, the station wanted Lew back.

Greater Media Charlotte's Director of Syndication, **Tony Garcia**, has announced that Angela Snider has been promoted to the Affiliate Marketing Coordinator position. Snider's duties currently include all aspects of the Syndication division's affiliate outreach from advertising, press releases, to marketing and social networking efforts. Snider will also undertake Guest Booking duties for Greater Media Charlotte's nationally syndicated morning show, *Bob & Sheri*. Congrats to both Tony and Angela!

The 34th Annual Conclave Learning Conference. **RAB's Jeff Haley, Keynote!** July 16-18, 2009. **Sheraton South/Minneapolis.** Tuition, just \$249 (hundreds of dollars less than any other major conference in the industry!) – Student/Free Agents, \$199. **Hurry – this offer expires on June 1st. After 6/1, all tuitions will become \$299 – STILL a great bargain.** Visit <http://www.theconclave.com>.

Shocker! Longtime **Mid-West Family Broadcasters** WWQM (Q-106)/Madison PD/afternoon personality **Brad Austin** has exited.

Russ Oasis/Indy Radio LLC Oldies WKLW/Indianapolis taps market radio and TV vet **Tom Berg** to host "All-Request Summer Nights" every night from 7p-midnight.

Longtime **Tribune** Talk WGN-AM/Chicago midday "The Kathy And Judy Show" has been canceled after 20 years on the station. **Kathy O'Malley** and **Judy Markey** will remain with the station but will be only be heard in commercial announcements.

Entercom Hot AC WMYX/Milwaukee morning co-host **Jane Matenaer** exits. **Kidd O'Shea** is now solo with producer/APD **Tony Lorino**.

Former **Clear Channel** Sports KXNO/Des Moines APD/Producer **Geoff Conn** has been named Dir./Sports Broadcasting at **Grand View University**.

Rubber City Radio Country WQMX/Akron night guy **Ike** exits after almost 10 years. Weekender **Jenny Light**, who is married to Ike, also exits.

Radio One Top 40 WNOU/Indianapolis hires **Riggs** as APD/Nights/Imaging.

Entercom/Kansas City welcomes **Mark Hamlin** as PD/Mornings. Hamlin moves to KC from sister WSPA/Greenville.

Condolences to family and friends of **Dan Lee**, longtime morning host at WJMT-AM/Merrill, WI-Wausau, who died Sunday in Merrill at the age of 71.



I've found the Conclave sessions to be focused on what's good with our industry and with great ideas about how to make radio even better. Every year I walk away with a book of new ideas about what we can do to improve our stations.

John Dimick
VP Programming/ Lincoln Financial Media

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The **Conclave** announced yet another opportunity in its vast array of learning programs and services available to the industry: **The 2009 Rockwell Scholarship!** The Rockwell Scholarship is worth \$1000 and it is available to anyone who has worked professionally in the industry...currently or in the past. Candidates may come from the ranks of programming, sales, promotion/marketing, engineering, production, or any other department inside a radio organization. Those candidates must either be enrolled, or plan to be enrolled, in an accredited post-secondary educational course or courses. This year's scholarship has been specifically provided by donations from the Conclave's past two Rockwell Award recipients: **Erica Farber**, former publisher of *R&R* and **Danno Wolkoff**, president of **Envision Radio Networks**. Applications for the scholarship are available now at <http://www.radioscholarships.com> and <http://www.theconclave.com>. The deadline for application is June 15, 2009.

Jobs. WIKY/Evansville, Indiana has an opening for a part time board operator to work weekends and holidays. This job consists of board operation during remotes and syndicated programs. The board op will be required to check all stations in the cluster on a regular basis and report discrepancies. He/she will also be asked to monitor weather and news conditions and activate systems as required, as well as update web and interactive info. This part time position will offer 12 - 15 hours per week, and could lead to on air opportunities with the cluster based on experience and results. Knowledge of and prior experience with radio automation system required, **Scott Studios** experience helpful. This position will require working weekends, all nights and holidays. For more info, or to apply, call **Mark Elliott**, program director of WIKY Radio, 812-433-3243 or email mark@wiky.com...Country B93, WBFM/Sheboygan, WI has an immediate opening for AM Drive talent. Experience and passion to entertain is a must. Never heard of Sheboygan? Beautiful lakeside market nestled between Milwaukee and Green Bay. You have heard of Sheboygan? That's to your advantage. Send your application to <http://www.eddie@b93radio.com> or WBFM c/o PD **Eddie Ybarra**, 2100 Washington Avenue, Sheboygan, WI 53081...**Journal Broadcast Group**, America's best Local Broadcast Company is looking for air talent for future openings. Morning, Midday and Afternoon Drive talent are encouraged to apply. Do you have a strong work ethic and believe in serving the local audience with compelling, interesting and relatable content? Are you looking to grow with a company that is committed to serving our local audiences? If you have a successful track record in any of the following formats: Country, Rock, A/C or Top 40, we'd like to hear from you. Please send your information and demo to: <mailto:tland@journalbroadcastgroup.com>, or snail mail to **Tom Land**, Director of Radio Programming/Journal Broadcast Group, 720 East Capitol Drive, Milwaukee, Wisconsin 53212... **Mid-West/Madison** country WWQM is searching for a new PD. Interested

candidates should forward packages to OM **Pat O'Neill** at Mid-West Family, 730 Rayovac Drive, Madison, WI 53711, or pat.oneill@magic98.com...Says OM **Rick Acker**, "While everybody else is firing. We're hiring!" Clear Channel's KKXL-FM (XL93) Grand Forks is looking for a top notch prospect to join its Morning show. If you are ready to contribute, email your demo & resume to rickacker@clearchannel.com...**Indy Radio** Oldies WKLU/Indianapolis has a rare opportunity for a PT Swinger/Prod whiz. Send your best work to: Scott@WKLU.net...**NRG Media**/Spirit Lake, IA is looking for an outgoing AE to sell, sell, sell. Sales and marketing experience is a plus. Can you start immediately? Send your resume to: mSPIES@nrgmedia.com...**Citadel**/Detroit is on the hunt for a PT web programmer with strong HTML programming skills and a working knowledge of Adobe Photoshop, Adobe Dream Weaver, Adobe Flash, Adobe Illustrator, CSS, JavaScript and database technologies. Send your best to: Curtis.Paul@CitComm.com...**Good Karma Broadcasting**/Cleveland seeks a high energy, full-time account executive. The qualified person will generate new sales opportunities by developing marketing and advertising campaigns for various businesses. Send resume and cover letter to: jobs@gkbradio.com...**Journal** Country KTTS/Springfield, MO needs a PD to sustain and grow the legendary number 1 station in town. If you can balance overseeing a full-service radio station with a huge presence in the community, a ton of creative promotions, an award winning news department and you live for country music, send everything you think would help to: **Valorie Knight**, OM, Journal Broadcast Group, 2330 W. Grand, Springfield, MO 65802...**Max Media**/Denver needs a Promotions Director and a gaggle full of promotions people. If you bring a winning attitude to the front lines everyday, send away to: hrdirector@maxmediadenver.com...**Go Radio** Active Rock KQWB/Fargo is on the hunt for their next midday talent. If you know new rock and understand how important it is to live the lifestyle on the air, what are you waiting for? T&R's to: big.dog@123fargo.com...**Lincoln Financial** Rhythmic KQKS/Denver has an uncommon opening for the right FT talent. If you have what it takes to work at one of the best Rhythmic CHR's in the country, apply to: JKage@Ks1075.com... All listings in TATTLE Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: tomk@theconclave.com no later than Thursday evening for Friday publication. No calls unless otherwise specified.

