

the  
Conclave *Presents*

# THE TATTLEER

Since 1975

Publisher/Editor: Tom Kay

Cartoons Suggested by Lenny Bronstein & Jay Philpott

Volume XXXVIII • No. 45 • November 8, 2012

**COMMENT- AN ELECTION REFLECTION.** Surprised at the election results Tuesday? Perhaps you shouldn't have. If you listened to talk radio, especially those stations who broadcast from the "right" side of the political aisle, it was a slam-dunk for the GOP. Some even predicted a landslide for the Romney camp. Polls, like those conducted by Gallup, predicted a nail-biter with a slight edge toward the so-called Romney 'momentum'. Then, a funny thing happened: Wishful thinking disguised as research met Reality. While not a landslide for Obama, a definitive victory is what occurred instead. Now, who could have seen that coming? Well, someone did. And he saw it coming in September. *New York Times* political statistician **Nate Silver** basically nailed the results in all 50 states and wrote about his predictions in his book *The Signal and the Noise: Why So Many Predictions Fail – But Some Don't*, published in September. In it, Silver explains the art of prediction and outlines the methodology behind his system for determining everything from how well a major league baseball player will perform to who will win the presidency. He factors many inputs, like changing demographics, in arriving at his predictions. And then he applies a secret ingredient: arithmetic. We mention all this because so many of the folks who get paid tons to research and predict these political races got it wrong, very wrong. And it leads us to ask if our industry could use an infusion of new methodologies to help us prognosticate better. We think we may need it. Just today, *Radio Ink's* **Eric Rhoads** reported on listening to various corporate CEO's reflecting on flat or down business this quarter and having *Saga's* **Ed Christian** declare what the others wouldn't or couldn't bring themselves to say- "I have no idea why it's off." And that's just inside our financial circle. On the programming side, researchers are hard at work trying to figure out where audiences live and how to reach them. Yet, there have been no recent breakthroughs. No 'Aha!' moments that bring us to new formats, new marketing, new positionings...or

new audiences. Our radio and records executives and their research teams didn't see Pandora or iTunes coming, and we're still trying to catch up to those oversights, if we ever do. We admit we're likely past discovering new formats by watching waitresses in Omaha plunk nickels into the jukebox. But as Silver determined, there are growing populations being ignored. Populations that weren't factored by pollsters, but who made enough difference on Tuesday to confuse those who had trouble accepting some of these arithmetic facts. Populations that may be moved, if asked. Populations that may not be currently served by the status quo. Populations that may show the way to a more vibrant – and profitable - media landscape, if properly observed and addressed. We hardly have the answers, but somehow we think they lie in listening to fresher voices whose discoveries just might open our eyes to prospects and partnerships we may have never considered before: Nate Silver meet Ed Christian. – TK

**DATES CONFIRMED, EARLYBIRD TUITION ANNOUNCED FOR 2013 LEARNING CONFERENCE!** The Conclave has announced the dates for its 38th summer Learning Conference. The three-day, content intensive agenda, starts Wednesday July 17, and runs to Friday July 19, at the Minneapolis Doubletree Hotel Park Place. Early bird tuition of \$199 makes the Conclave Learning Conference the best industry value by far, but is available only until December 31, 2012. Registration and hotel information is available on the Conclave website <http://www.theconclave.com>.

**HELP THE CONCLAVE ON GIVE TO THE MAX DAY!** "Give To The Max Day" is next week, Thursday November 15th, and once again the Conclave is asking for your help – and your donation – on that special day. Since 2009, the Conclave has participated in this special day of giving powered by GIVEMN.ORG, a non-profit agency headquartered in Minnesota who assists 501c3 organizations like the Conclave in fundraising. While the Conclave accepts donations at any time of the year, "Give To The Max Day" is special for the Conclave because donations made that day may be eligible to help raise extra funds. Each hour during the day, two donors are randomly selected to add \$1000 to their individual gift. If you were planning a year-end tax deductible contribution to a favorite charity, why not make it the non-profit Conclave...and why not make that donation on a day that the Conclave (and you) could maximize your generous gift? It's simple to donate. On Thursday November 15, just click [HERE](#). Or go to <http://givemn.razoo.com> <<http://givemn.razoo.com>> and in the upper right hand corner of the page, enter "The Conclave" into the 'Find Cause...' block. Once you're on our page, click "Donate"



The  
Learning  
Conference

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

**PLAN NOW! BUDGET NOW!**

Earlybird Tuition now available for just \$199 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)

**give** DAY NOV. 15  
TO THE MAX

## GOT A YEAR-END GIVING DESTINATION IN MIND? HOW ABOUT THE CONCLAVE??

**Give To The Max Day** is next week, Thursday November 15th. The Conclave is asking for your help – and your donation – on that special day. If you were planning a year-end tax deductible contribution to a favorite charity, why not make it the non-profit Conclave – and why not make that donation on a day that the Conclave (and you) could maximize your generous gift? To donate, just click [HERE](#)

and you'll be taken to a form that allows you to choose the amount of your gift along with payment information. After you donate, you'll quickly be sent a receipt. It's quick, easy, and will help the Conclave with its mission of education. *COMMENT: It's easy for folks in our industry to forget that the Conclave is a non-profit organization that not only counts on our members to support us by attending the Learning Conference, but by making tax-deductible donations to us throughout the year. Without your support, the Conclave goes away. It's that simple. So, please continue your generous support with not only your tuition to the Learning Conference but with donations – especially during "Give To The Max Day". Many thanks!! - TK*

From the *Duluth News Tribune*: Two Duluth radio talk show hosts were disciplined for words used on-air to describe a strip club during a morning broadcast Wednesday on KDAL-AM/Duluth. **Ken Buehler** and **Johnny Lee Walker** of the KDAL Morning Show were talking about Walker's going-away party and the questionable word was used in reference to where the party should have been held. Buehler suggested a kind of bar where women are undressed from the waist up. "It's not a word you can't say, it's just not KDAL appropriate," said KDAL operations manager Mark Fleischer. Buehler was asked not to return for the rest of the week, but will be back on the program with Pat Cadigan on Monday. Walker announced Tuesday that he was leaving the radio business. He did not go on-air Thursday, his final day at the station, Walker said. Ken Buehler said he was told by management that he was not allowed to comment on the suspension...A version of the word used by Buehler does appear on the late George Carlin's 1972 list of "Seven Words You Can Never Say on Television." *COMMENT: Only one way to describe this controversy in Duluth. It's a real pisser. - TK*

From the *Chicago Sun-Times*: The Glenview (IL) woman who accused former presidential candidate **Herman Cain** of sexual harassment filed a \$1.6 million suit Monday against veteran news anchor **Bill Kurtis** over alleged comments he made about her on a Chicago radio show. **Sharon Bialek** claims Kurtis questioned her story on the **Roe Conn** show on WLS radio on Nov. 7, 2011. **Richard Roeper**, a *Sun-Times* columnist, also is on the show. Bialek did not say which comments were defamatory. Bialek is representing herself in the lawsuit, which also lists Kurtis' employer, **CBS Corp.**, as a defendant...Bialek made headlines in late 2011 when she claimed Cain groped her in a car when she sought his help finding a job more than a decade earlier. The Republican hopeful denied her accusations, but ultimately

pulled out of the race, citing the hurt the allegations caused his family.

Big doings in Chicago this weekend, as seven broadcasters will be inducted into the Radio Hall of Fame with **Cumulus Media Networks** talk host **Geraldo Rivera** serving as host of the event and **Dial Global** nationally syndicated talk host **Jim Bohannon** handling the national broadcast. Inducted this year are: **Gary Burbank**, legendary WLW, Cincinnati broadcaster and former Conclave Keynote; **Ron Chapman**, Dallas radio icon; **Jack L. Cooper**, radio's first black disc jockey (deceased); **Art Laboe**, Los Angeles oldies pioneer from Hot 92.3 FM; **Luther Masingill**, Chattanooga, Tennessee radio great for more than 70 years; "Fresh Air" host **Terry Gross**; and **SiriusXM** talk radio star **Howard Stern**.



"I don't know, Billy. Closest I can figure, it's either for making clay pots or separating blood samples."

**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)**

**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.

*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>*

**CCM+E/St. Louis** has shelved Classic Rock KBWX (The Brew) and is moving Urban AC KMJM (Majic 105) from its 104.9 frequency to the rockers old home at 100.3. It has launched Top 40/Rhythmic WILD 104 on Majic's former dial position.

**Radio One** will flip Urban Oldies WMOJ (Mojo 100.3)/Cincinnati to Sports on January 2<sup>nd</sup>.

**Wilks** Hot AC KIMN (Mix 100)/Denver has hired **Cumulus** Hot AC KBBY (B95.1) and Sports KVEN-AM (1450 ESPN)/Oxnard-Ventura PD **Bo Jaxon** as its new PD/afternoon.

**Lincoln Financial** Country KYGO/Denver, CO PD **John Thomas** has exited with afternoon personality **Keola** stepping as interim PD.

MD **Suzy Cole** is leaving **Greater Media's** Active Rock WRIF/Detroit after 8 years to move to LA and work for **Beats By Dre**.

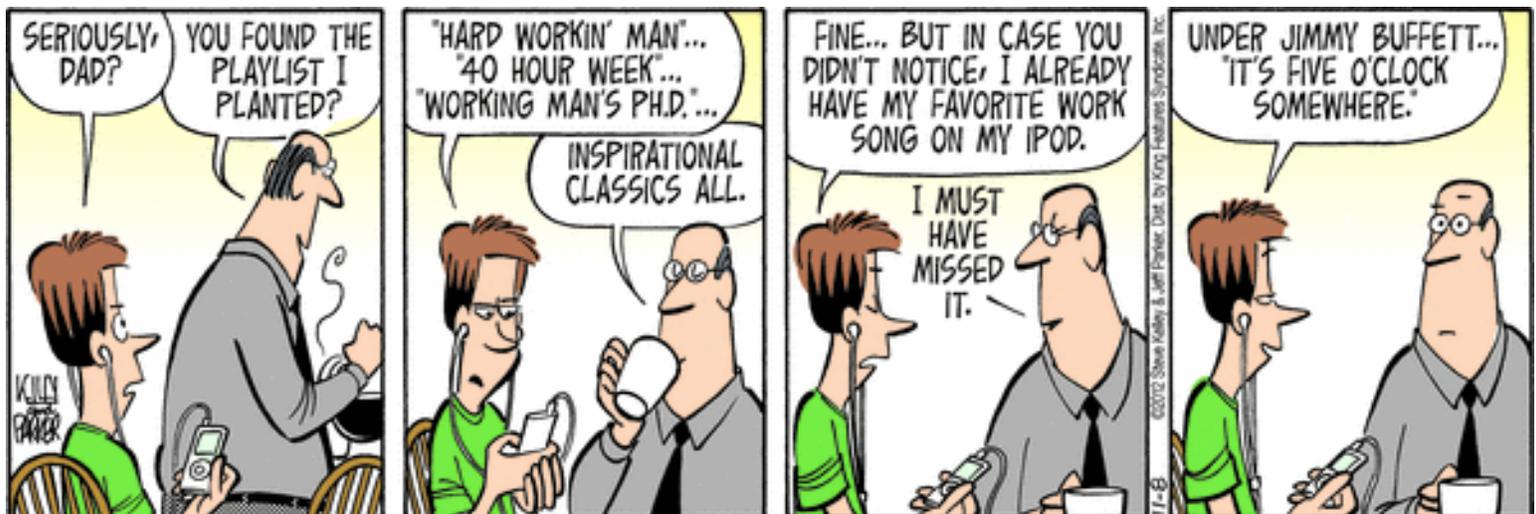
**Iola Broadcasting Inc.** Country KIKS and Talk KIOL-AM/Iola, KS longtime morning host and play-by-play man **Rob Wagner** is retiring after nearly 20 years.

**Maverick Media** Classic Rock WEGE (104.9 The Eagle) and Sports WWSR (93.1 The Fan)/Lima, OH PD **Ryan Reker** has linked up with **Federated Media** News-Talk WOWO-AM&FM/Fort Wayne as PD.

#### CONDOLENCES

Former Country radio personality **Austin Ryggs**, who went by the name of "**Max Wells**" **Ryggs** lost his battle with cancer last week at the age of 42. He is survived by his wife and two children.

Longtime Cleveland-based music promotion veteran **Doug Hamann** passed away following a heart attack on Tuesday.



# 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®

*We Know Radio.*

**Mendota Heights Campus**

1345 Mendota Heights Rd., Mendota Heights, MN 55120

Text STUDY to 94576 or call to RSVP!

**888-346-1777**

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



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)

# TATTLER Jobs

Omaha's highly rated adult female station STAR 104.5 has an opening for an experienced announcer who can communicate with adult women while they work. **Journal Broadcast Group** is looking for an energetic, engaging, "personality" for our radio station. Great on-air, great production, great at interacting with listeners on location and great social media skills are all a must. This is the first time in 10 years this position has been available. We're looking for someone who can win for the next 10 years. NO BEGINNERS...You must have a minimum of 3 years experience. Only those applications with an audio demo, resume, and references will be considered. Send them to Kurt Owens at [kowens@jrn.com](mailto:kowens@jrn.com).

**Cumulus** Country 99.5 and 104.9 The Wolf in Green Bay, Appleton/Oshkosh is in search of a PD to take this duel market monster to the next level.....Have a vision? Have a plan? Have a winning track record? Most importantly if you know what it takes to get there....we want to hear from you. Great organizational skills as well as the ability to lead is an absolute must. This gig includes it all...music, imaging, PM Drive shift, appearances and tons of promotion! Rush those packages including philosophies, resume, aircheck and copy of your imaging to: [cumulusradio.jobs@cumulus.com](mailto:cumulusradio.jobs@cumulus.com) and include "Wolf Wisconsin" in the subject line.

Are you ready to ROCK morning drive on St. Cloud's "Country Leader" 98 Country? Do you have personality plus and not afraid to live your life on the air? We want the best of the best to apply for this opening. We already have two pieces of the puzzle in place. Radio vet Cindy Wear and the very talented "Producer" Katie. Take a look at the website <http://www.98country.com> and stream the station before applying. Can you relate to a country audience? Are you a team player? Are you someone who can commit to a market? Ask yourself these questions and if the answer is YES to all the above, send your current resume and short MP3 to [chad@mix949.com](mailto:chad@mix949.com). 98 Country is extremely promotional active, so be prepared to hit the streets and interact with the audience from day one. Experience with audio vault, cool edit / adobe, and web – social media are a plus! Please have at least 2 years experience on air in a similar market size and include links to your Facebook / Twitter pages if applicable.

**Three Eagles Communications (TEC)** is searching for Sales Professionals for our Lincoln, Nebraska stations (KFOR, KFRX, KZKX, KTGL, KLMS and KIBZ). Do you get a kick out of helping others grow their business? Can you build trust with those you meet? Can you make things happen...and have the drive to help those around you do the same? Do you live, eat and breathe CLIENT FOCUSED SELLING? If those statements describe you, then email your resume to [jobs@threeeagles.com](mailto:jobs@threeeagles.com).

**Radiate Media** is currently looking for an on-demand traffic editor in Chicago. This individual must be available for weekend work, overnights and possible weekday fill-ins. If you know Chicagoland's roadways and want to learn more about how traffic is gathered and entered electronically, this could be the position for you. Send resume to: [talent@radiatemediacom](mailto:talent@radiatemediacom)

**Clear Channel Media + Entertainment Madison, WI** has an opening for an experienced Sports Account Executive. Successful candidate will have experience in either broadcast sports sales or sales direct with a team, university or other sports franchise. We are also looking for candidates who understand and can represent the leading brands of Clear Channel Media + Entertainment, including iHeart Radio, other digital platforms, sponsorships and event marketing along with the complete menu of on-air, on-line and on-site platforms which are all available to our customers. You will be one of an elite team representing sports marketing in every major sport and franchise available including the Green Bay Packers, Milwaukee Brewers, University of Wisconsin Badgers Football, Men's and Women's Basketball, Hockey and Volleyball, Milwaukee Bucks, Nascar and a slate of area high school sports broadcasts. This gives you and your customers a unique and exclusive market year round selling and income opportunity. Live and work in one of America's Best Cities and a city in which annually is at or near the top of the rankings of people who listen to sports! Email your cover letter and professional resume along with everything that makes you the candidate we should hire to [Madisonjobs@clearchannel.com](mailto:Madisonjobs@clearchannel.com), Subject Line: Account Executive – Sports.

**Clear Channel Media & Entertainment** has immediate openings at the following stations: WTAM 1100, WMJI 1057, WMMS 1007, WHLK 1065, WGAR 995, WAKS 965. We are looking for energetic, driven-to-win performers to join a fast-paced, winning organization. Our salespeople enjoy a vast amount of resources and cutting technology to get the desired results for their customers. If you want to be the best, we want to talk to you. Please send resume to: George Allen, Clear Channel Media & Entertainment, 6200 Oak Tree Blvd., 4th floor, Independence, OH 44131 or email: [georgeallen@clearchannel.com](mailto:georgeallen@clearchannel.com). Broadcast and internet sales experience preferred, but not required.

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)

610 Sports Radio and 98.1 KMBZ FM are looking for a part-time promotions assistant. This position is 20-25 hours per week and is an excellent opportunity for recent college grads, or current college students who have completed a previous radio internship, and have a keen interest in news and sports, but from the radio marketing and promotions perspective. This is not an on-air or in-studio support position. Key responsibilities include: Coordinating on-air prizes, contest giveaways and sponsorships; Maintaining contest files and account balance for on-air contesting; Coordinating street marketing activities including but not limited to driving station van to events, setting up station tent, hanging banners, and coordinating interactive activities with listeners; Assisting in maintaining and updating station website; Keeping contest files and prizes organized; Assisting in planning and implementing station events; Assisting in the development of sales promotions and events; Serving as liaison between the listener and the radio station. The successful candidate should possess: Strong computer and Web skills. Must be proficient in Microsoft Excel, Word, PowerPoint, and Adobe PhotoShop. Familiarity with remote broadcast equipment a plus. Strong communication skills. Ability to interact with people in a positive way in both written and spoken word. Ability to work evenings, weekends, and early mornings as needed. Keen organizational and time management skills. College degree in communications, marketing or media relations preferred. Current college students who have completed a previous radio internship may be considered. To be considered for this position, please apply online at <http://www.entercom.com> and click on "Careers".

**Entercom Kansas City** is looking for a Program Director for KCSP-AM 610 Sports. Candidates must have a minimum of five years large or major market experience in radio program management and a demonstrated track record of success. Candidates must be able to develop strategic programming and marketing plans, conduct, analyze, and implement market research, and work closely with sales and promotion to increase ratings and revenue. Proven leadership skills with a successful track record recruiting and coaching on-air talent, and ability to manage high profile talent are mandatory. Program Director is responsible for: Daily operations of the station including managing the staff— both full time and part time— and creating and maintaining a weekly program schedule Recruiting and coaching on-air talent Recruiting, training and scheduling board operators, producers, and interns Coordinating all programming content from all outlets Liaison with other station departments, including sales, engineering, and promotions Planning and executing all live remote broadcasts Working with the digital media staff to produce multi-media content experiences. To be considered for this position, please apply online at <http://www.entercom.com> and click on "Careers".

On-air, play-by-play, sales...if you can wear more than one hat we'd like to talk to you at KIKS/KIOL in Iola, KS. Our last guy stayed for 20 years. We're a small station but we're stable! Previous on-air experience is required. Send mp3 and resume to **Tom & Monica Norris** at [radiostation@iolaradio.com](mailto:radiostation@iolaradio.com).

Heritage Rock Station has rare opening for Local Sales Manager. Looking for a dynamic leader who can be a valuable resource to the sales staff and the clients they serve. The ideal manager will foster an environment of creativity and fun, balanced with structure and organization. Must be able to recruit, train and grow new talent while respecting and supporting seasoned talent. Proven track record of success in meeting goals and leading a staff is essential. Two years of advertising management experience preferred. Radio experience a plus. Send resume to **General Manager/Milwaukee Radio Group** at [atopel@mkeradiogrp.com](mailto:atopel@mkeradiogrp.com) OR to General Manager, 5407 W. McKinley Avenue/ Milwaukee, WI 53208

KTPK "Country Legends 106.9" is growing its sales team. Business is great but I need two more people that like to make money and work hard to help local businesses market their products and services to our listeners. Did I mention KTPK is a top rated station in the market? We offer complete training to make you the best of the best, just bring a positive attitude and strong work ethic and we will bring you a salary, highest commissions in the market as well as bonuses and benefits. Email **General Sales Manager Greg Ball** at [greg@countrylegends1069.com](mailto:greg@countrylegends1069.com) to discuss this great opportunity.

**Three Eagles Communications** has a sales position opening. Believe it or not this year is almost over—how is your job going? Are you on track to accomplish your career goals for 2012? Is your career advancing? ...or is it in a rut? If things are not what you had planned for in 2012, then maybe it's time for a career change to advertising sales. Advertising sales is fun and rewarding. You will learn about a variety of businesses and make great money doing it. Three eagles communications is currently looking for talented people who are goal oriented, energetic, have the desire to succeed and to make a difference in their community...and in their own life. Prior outside sales experience is preferred. It isn't about what you've done, it's about what you want to do and how far you want to go. If this opportunity interests send your resume to <mailto:jobs@threeeagles.com>.

**Woodward Radio Group** wants to work with a creative, people-oriented self-starter who is interested in a full time on-air position. Strong communication and social media skills and two years experience in rock radio preferred. All interested parties should apply online at [w-c-i.net.com](http://w-c-i.net.com).