

THE
MAIN STREET
Communicator Network
TATTLE R

The intersection of radio & music since 1974
Tom Kay - Chris Mozena - Brad Savage

TalenTrak returns! After a five year hiatus, the Conclave's unique **TalenTrak** returns on Saturday, October 19th in Chicago (actually, suburban Oak Brook) at the Hyatt Regency Oak Brook. **TalenTrak** is an intense one-day seminar, guaranteeing each registrant will become a better, more efficient air talent when they return to their station/air shift. Your faculty? **Karen Young** President/True Talent, **Mary Ellen Kachinske** PD WTMX/Chicago, **Tim Richards** PD WKQX/Chicago, **Elroy Smith** PD WGCI-WVAZ/Chicago, **Joe Limardi** PD WZOK/Rockford, and others TBA. Morning sessions beginning at 9AM inside **TalenTrak** include "Keeping it Real: Life Experience as Show Prep", "The Habits of Effective Personalities", "You and Your Audience- Connect the Dots", and "Making Yourself an MVP!" And not to be missed- Lunch with **John Records Landecker!** Landecker is the reason many Midwesterners decided to go into radio. As the night jock at legendary AM Top 40 station WLS, he entertained millions throughout the nation. Currently the morning personality at oldies WJMK/Chicago, he is still making great radio. Expect inspiration! The entire afternoon will be devoted to the Aircheck Clinic, where **TalenTrak** faculty and guest PD's go one-on-one for aircheck critiques and counseling! Bring your scoped 3 minute cassette aircheck!! The day will be capped at 5PM with a Get-away Cocktail Party! Kick back as you finish the day with goodbyes and your final chance to network! The cost for this career "must-attend"? Just \$49 per person or a special group registration of \$39 each for 2 or more registrants from a radio station/group (or those using the same registration form) **through September 18th** (that's this coming Wednesday)! After Wednesday and until Thursday, October 11th, single registration rises to \$59; group registration becomes \$49. Tuition after that date, and at the door, will be \$69 (still a heck of a deal!!). To get a specially priced **TalenTrak** room for just \$86 (normally \$140-160 per night), call the Hyatt directly and ask for the Conclave/**TalenTrak** special (630-573-1234) or visit their website at www.oakbrook.hyatt.com. The Hyatt address: 1909 Spring Road, Oak Brook, IL 60523. For more information, call the Conclave office at 952-927-4487 or visit NK <http://www.theconclave.com> www.theconclave.com.

Ratethemusic.com just completed researching the new **Leann Rimes "Life Goes On"**...and the results are astounding. Females 18-24=4.05, F25-34=4.03, F 35-54=4.05. A little history: this is the same company which told us all "Caught In the Moonlight" would be a top 10 track! Go ahead...YOU tell **Mark Bolke** you've got enough uptempo female pop on the air, and how proud you are of the 3.01 callout it got last week! New airplay at KRQQ, KCHZ, WPCH, WNND, and even a few spins at KIIS/Los Angeles! **Curb**

Just four months after arriving at **Clear Channel's** CHR WKST/Pittsburgh as MD/afternoon talent, former KDWB late-nighter **J.J. Kincaid** is on the move again! He's headed to Norfolk, VA to host a morning show at **Entercom** CHR "Z-104" WNVZ. Kincaid says his ultimate goal has been to host a morning show, and he "couldn't pass up this opportunity." He will have to change his air-name for the new station, however, since the afternoon guy at Z-104 is **Jay West**. He starts in Norfolk on October 1. Ironically, this is Kincaid's second stint at a station called "Z-104"; he had about a quarter-hour visit to Madison, WI's "Z-104" in 2000. Meanwhile, WKST PD Jason Kidd is on the hunt for a replacement afternooner/MD. See "Jobs" for details!

The new morning show at WIOG/Saginaw-Flint, MI featuring **Andrew Zepeda** and **Lacey McCloud** debuted earlier this week, while former WIOG morning man **Demas** segued to afternoons. Lacey and Andrew launched a promotion geared at finding 10,000 new listeners during their first morning broadcast, whereby the two will stay on the air until they can recruit 10,000 new listeners to their new program! (Check back next week and we'll let you know exactly how they are doing!) Andrew had been doing wakeups for WWCK/Flint until mid-August.

What needs to be said for **Norah Jones**? Her debut album "Come Away With Me" is at the 1.2 million sold mark! Listeners in multiple formats are embracing "**Don't Know Why**" across perceived "format boundaries." It doesn't sound like anything else...and THAT is the appeal! KSTP, WMYX, KMXV, WIOG, WRVW, KAMX, KALC, WKTJ, KSRZ and many more have the call-out, request, and sales stories to prove the benefit of this classy track! **BlueNote**

KCTY/Omaha Interim PD/morning man (and 2002 Conclave Continuing Education Scholarship winner) **Christopher Dean** announced he has exited the **Waitt Broadcasting** station this week in order to pursue opportunities outside radio, as well as his Masters Degree at the University of Nebraska in the Spring. Meanwhile, sister Top 40 KQKQ/Omaha APD/midday talent **Nevin Dane** is named KCTY Interim PD/mornings.

Martin Zellar & the Hardways
"Scattered"
Adding
NOW
At Triple A!



KINK, WXRT,
WGVX (20x!),
WMMM (8x!),
KCTY, WRLT!
On Tour
Won't Stand In Your Way




westlife

"World Of Our Own"



Exploding at CHR with KCHZ (24x), WSNX (22x), KKRD (13x), WIOG (16x), KFMD (7x), WYCO (20x), WZOK (20x).
Over 15 million albums sold worldwide!



Martin Zellar and the Hardways are impacting AAA now with the title track from his 4th album since the break-up of the legendary **Gear Daddies**, new song "**Scattered.**" Find out why Martin sells out clubs across the Midwest (and across the country) consistently just by sampling this song... and our "bootleg" best-of Martin Zellar/Gear Daddies CD, available upon request by emailing Main Street or calling (952) 927-4487. **Owen Lee Recordings**

As hinted last week in the *TATTLE*, Former KDOG/Mankato APD/night host **Dan Edwards** is ready to break out the bubbly for a new position at CHR/Rhythmic WCZQ/Champaign, IL. Dan will be APD/MD and host the night shift. He is also planning to live in a home which houses the station's transmitter in the basement! Now we know who will get the 4 AM phone call when lightning knocks the station off the air!

Feel is breaking through at AAA, with a nearly perfect three-minute pop song called "**Won't Stand In Your Way.**" Led by **Scot Sax** (ex-**Wanderlust**) the debut album is a masterpiece of pop sensibilities. It's just started getting spins on KAEP/Spokane and WNNX/Atlanta, and is already in rotation at WGVX/Minneapolis, KCTY/Omaha, WRLT/Nashville, WMMM/Madison, WRNX/Springfield, WKOC/Norfolk, WTTS/Indianapolis and many more! **Curb**

Following MD **Chris Pickett's** recent exit from KFMD/Denver for the PD gig at WIFC/Wausau, WI, afternoon talent **JoJo Turnbeaugh** is inked to a new 3 year deal and is named Interim MD at sister KSME/Ft. Collins, meanwhile **Gerry Dixon** is named Interim MD at KFMD. Look for a permanent MD to be named by the end of the month.

Changes. Country WCEN/Saginaw, MI has named former WMKC/Greenville, MI PD/afternoon guy **Tim Rogers** as their new PD, effective September 23...WKRQ/Cincinnati hires former WSSR/Tampa morning duo **Jeff & Jenn** for wake-ups, replacing **Luka** who recently exited. The team is expected to debut in October...WGEE/Green Bay morning voice **Rich Allen** exits the talk station while afternoon host **Dan Deibert** moves to mornings and **ABC's Sean Hannity** takes over the afternoon.

Westlife continues to prove itself at CHR and regional Hot A/C's with their international hit "World Of Our Own". New believers: KMXX, KRTI and KQIC! Don't think of doubting the **Geslin Army!!!**
RCA

Welcome back to KDEC/Decorah, IA PD **Paul Oftedahl**, who returned to work this week after going through *four rounds* of eye surgery. Paul says he is cautiously optimistic about full recovery. His sight is improving, and he is glad to be back onsite.

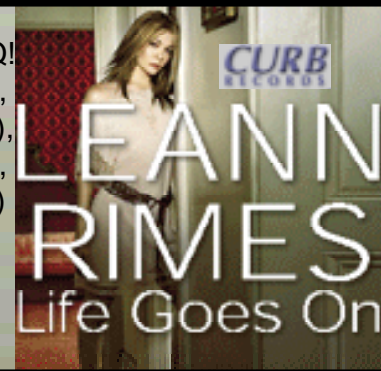
Added at KCHZ & KQKQ!
WIXX (35x), KKDM (27x),
WKSZ (28x), KKRD (15x),
WKQI (8x), WNDV (37x),
WKHQ (32x), KGLI (28x)

37!!

RateTheMusic.com:

F18-24=4.05, F25-34=4.03,

F 35-54=4.05 !!!!!!!!!!!!!!!



Grand Rapids Phase 1 Trend: CHR WSNX holds the top spot, while classic rocker WLAV looks strong! WSNX 9.7-9.3, WBCT 8.6-8.8, WLAV 6.3-7.3, WKLQ 6.6-6.0, WGRD 4.4-4.9, WOOD-F 4.6-4.8, WOOD-A 4.7-4.6, WBFX 3.9-4.1, WJQK 3.3-3.6, WODJ 3.6-3.5, WLHT 4.1-3.4, WTRV 2.6-3.0, WVTI 3.1-2.9, WFGR 3.2-2.3, WBBL 1.7-1.8, WMJH 1.7-1.6, WFUR 1.4-1.4, WJNZ 1.7-1.3, WMUS 1.0-1.2, WGN-A 0.6-1.0, WTKG 0.5-1.0. Summer Trends found in this *TATTLE* are 12+ persons, 6A-12P, M-Su, 6A-mid, Spring 2002-May/June/July comparisons. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

The first single from rockers **Mad At Gravity** is doing great at rock and alternative, with many stations showing continual support. "**Walk Away**" has proved to be an important song on the playlist at "99.9 The Carp" (WDRK/Eau Claire) and PD **Al Shannon** says "expect PHONES!!!". The album "Resonance" is out now! **ARTISTdirect**

Dennis Carpenter's St. Cloud, MN low power TV station WCMN-LP (Channel 13) was struck by lightning September 1 and was off the air for several days. It has reportedly returned to the air, but without local programming. "CMN-13" regularly airs the "All News Channel" network with local inserts and local news coverage. A scrolling message is airing says that a lightning strike affected transmission, studio, and office equipment. CMN-13 is carried by both of the major St. Cloud area cable systems, although **Charter Communications** has pulled its WCMN rebroadcast until local content is restored. Also in weather related outages, classic rock 103.3 KZCR/Fergus Falls, MN was knocked off the air for several days due to a lightning strike on September 1, and returned to the air on September 11.

Notice how **Hoobastank** just continues to pile up call-letters and spins at Hot A/C and CHR? "**Running Away**" is proving to be the summertime's biggest surprise hit! Just added at KKRD and WHZZ, and spinning at KZIA (56x!), WZEE (35x!), WDJX (33x!), WKSZ (42x!), and KFMC (35x!). **Island-Def Jam**

Flipp was the talk of the event at last weekend's "Taste Of Madison," on the 94-1 JJO stage. After being warned to behave, the off-the-wall boys of Flipp got on stage with a wide assortment of creatively organic rock and roll antics. The crowd loved it! That's why them call them all "**Freak!**" **Blake Patton** of WJJO says that this breakthrough track by the Minnesota bad boys is taking off with lots of calls and requests, and grabs 17 spins this week!
Artemis

Congratulations to WDAY/Fargo, ND PD/morning man **Mike "Big Dog" Kapel** has been upped to OM of WDAY, Classic Rocker KKBX and the yet to be launched KCHY!

BON JOVI "Everyday"



Bon Jovi is back! KMXV, WKSZ (25x!), WZEE, KYYY, WZPL (31x!), WIXX, WRVW, WZOK, KQKY, KFMC and more! **Bullet 39 !!!**

Three Eagle's recent Classic Hits sign-on "93.5 The Eagle" KITN-FM/Worthington has debuted a new local morning show, "**Jay Kelly and the Wake Up Crew.**" Jay Kelly moves to KITN from a midday slot on sister Adult CHR KWOA/Worthington, where he will continue to host the "All Request Retro Lunch Hour" each weekday. **Chad Lindquest** is the sports guy on KITN, and **Matt Widboom** is the news anchor.

Bon Jovi is back! And it's not just "**Everyday**" you can say you've been added at KQIC, WDAY, WIAL, WYCO, KKXL and more! And it's spinning regularly at KMXV (15x), WIXX (25x), KKDM, WIOG, WCIL, WKSZ (25x), KZIA (27x), KROC, KGLI and more! **Island-Def Jam**

According to **Jon Ellis'** "Upper Midwest Broadcasting" website (www.northpine.com/broadcast), **Comsearch** has applied for experimental low-power FM stations in six communities, including East Bethel, MN and Owatonna, MN to see what kind of interference low-power FM (LPFM) transmitters may provide to fully-licensed stations. The proposed study stems from controversy between broadcasters and LPFM advocates about whether LPFM stations would cause interference to existing stations .6 MHz away on the dial (third-adjacent). The 100W Owatonna station would be on 106.3, 79km from third-adjacent 106.9 KROC-FM/Rochester. The 100W East Bethel station would be on 91.7, 30km from third-adjacent 91.1 KNOW/Minneapolis-St. Paul. Ironically, the FCC's existing rules have already allowed a 10-Watt translator station on 90.7 in Minneapolis and a 216-Watt translator station on 91.5 in Bloomington, MN, both closer in terms of distance and dial separation than the proposed experimental stations.

norah jones "Don't Know Why"

KMXV (16x), KFMD (4x), WIOG (23x), WRVW (10x), KSTP (32x), KALC (25x), WKTI (23x), WTBX (24x), KAMX (54x), KYKY (32x), KBCO (31x), KTCZ (35x), KSRC (23x)!



Chicago Phase 2 Trend: WGN-AM stays at #1. WGN-AM 6.0-6.2, WGCI-FM 5.1-5.1, WBBM-AM 5.1-4.9, WNUA 5.0-4.7, WVAZ 3.7-4.1, WLS-AM 4.9-4.0, WBBM-FM 3.8-3.9, WUSN 3.7-3.7, WLEY 3.2-3.6, WJMK 2.9-3.5, WPWX 3.0-3.2, WLIT 3.4-3.1, WTMX 2.9-2.9, WDRV 2.7-2.7, WOJO 2.2-2.6, WKQX 2.9-2.6, WKSC 2.5-2.6, WXRT 2.5-2.5, WLUP 2.4-2.3, WNND 2.2-2.1, WFMT 2.0-1.8, WZZN 1.7-1.8, WCKG 1.7-1.7, WGCI-AM 1.2-1.4, WSCR 1.2-1.4, WMVP 1.2-1.1, WKIE 0.7-0.9, WZFS 0.8-0.8, WVON 0.8-0.7, WXXY 0.6-0.7, WZSR 0.8-0.6, WLXX 0.5-0.6, WIND 0.6-0.5, WERV 0.4-0.5, WIIL 0.5-0.5, WRZA 0.6-0.5. 12+ persons, 6A-12P, M-Su, 6A-mid, May/June/July - June/July/Aug comparisons. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Honeymoon Suite is making waves once again! Fifteen years after their hits "New Girl Now", "What Does It Take?" and "Feel It Again", these Canadian rockers have returned with a new album and great lead track called "**The Way I Do.**" It's already receiving substantial airplay in Canada, and it's ready to take off here in the U.S. too! Watch for it on your desk soon! **Wildfire**

Waitt Radio Networks has named former **Transtar, Unistar** and **WW1** affiliate relations veteran **John Krogstad** Regional Manager-Central States. John will be responsible for affiliate acquisitions and service for WRN's 24/7 music formats, commercial production services and future product offerings. His primary central states area will include; Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Arkansas, Kansas, Nebraska and North and South Dakota.

THE CONCLAVE PRESENTS

TalenTrak

SATURDAY OCT. 19, 2002
CHICAGO
HYATT REGENCY
OAK BROOK
9AM-6PM

KEYNOTE!

FACULTY • Karen Young, President/True Talent
• Mary Ellen Kachinske PD, WTMX/Chicago
• Tim Richards PD, WKQX/Chicago
• Elroy Smith PD, WGCI-WVAZ/Chicago
• Joe Limardi PD, WZOK/Rockford...More!

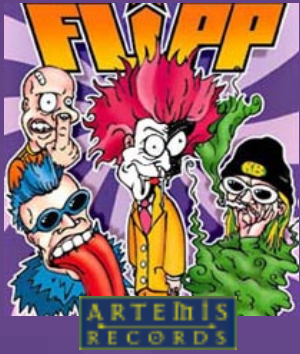
• **Keeping it Real: Life Experience as Show Prep** • **Habits of Effective Personalities** • **You and Your Audience: Connect the Dots** • **Making Yourself an MVP** • **Aircheck Clinic - Bring your aircheck cassette!**

Tuition • Individual - \$49 Before 9/18 (\$59 after, but before 10/11)
Group - \$39 each for up to 4 from the same station/group before 9/18 (\$49 each after, but before 10/11) \$69 At the door (No group discount)

Hyatt Regency Oak Brook/Chicago- Special TalenTrak Weekend Rate - \$86*- Call 630-573-1234 or visit www.oakbrook.hyatt.com
*a limited number of rooms are available; first come-first served!

For more info call 952.927.4487 or visit www.theconclave.com

WHMH
14x!!



KXXR,
WJJO,
KQRC,
WKLQ,
WQLZ,
KRRO and
more!

As the Dial turns. 93.5 KSCR/Benson, MN has completed its upgrade from 6kW to 25kW... Christian CHR WNCB Duluth has completed its dial change from 89.3 FM to 89.5 FM. The new signal provides better coverage from a taller height on its tower. It is WNCB's second dial change, as its original home was at 89.1 FM. This move do not effect WNCB's several translator signals across Minnesota and the Midwest... **Clear Channel** rocker "XL-102" WRXL/Richmond, VA has flipped to alternative as of Friday morning at 6 AM. PD **John Lassman** remains, and a new morning show will be announced soon.

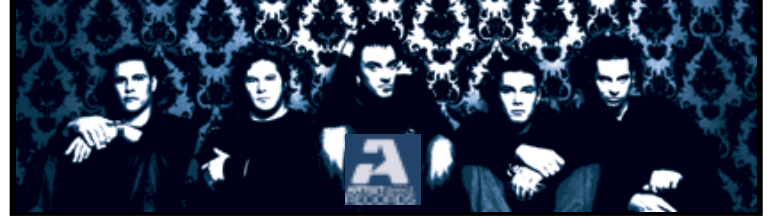
Former AM 610 KDAL/Duluth PD/Sales Manager **Mike Schutta**, (a.k.a **Charlie Popcorn**) has landed as GM of **Pittman Broadcasting's** New Orleans and Lake Charles, LA stations. Reach him at Cpopcorn1@AOL.COM. Also in Duluth, **Northland Broadcasting** GM **Randy Cable** will leave Duluth around September 30 to become GM of **Hurley Entertainment's** two FM stations in Grand Cayman. Cable says, "This move is no reflection at all upon new ownership," as the Northland stations will soon be operated by **Regent Communications**. He continues, "In fact, I think ownership will by Regent will be great for these stations and this market."

If you're a rocker, here's a name you'll want to remember - **Skywind!** Longtime fixtures on the Midwest rock scene, these guys are poised to break nationally with critical acclaim from all walks of rock - active, alternative, and mainstream! Their new album "O2" has yielded the focus track "**Lamahj**"... and the interest of **Morgan Rose** and **Sevendust!** Skywind has been personally invited by Sevendust to perform with them at a show Monday in Chicago at *The House of Blues*, and Tuesday in Minneapolis at *The Quest*. Watch this story, as it's sure to unfold quickly! If you want to hear the new CD, email st.net bsavage@main-st.net for all the details. **Atomic K**

Were you at Conclave 27, RADIO RISING? Wish you had been? Now registrants and would've-been-there's can take home the audio of some of the conferences Greatest Hits! Did you hear about the Conclave Legends Luncheon? Rock HOF'er **Graham Nash** speaks out on his amazing life and career with moderator, WMMS' **Pierre Robert**. The tape also includes his three-song performance! What happens when you put three morning shows together for one session? You get **Don Anthony** of *Morning Mouth Magazine* leading **Bob & Sheri, Steve & DC**, and **T-Man** through an hour of mayhem. Learn how to improve your own shows while enjoying the hilarious results of this session. The Conclave, long synonyms with "education", brought together radio industry heavyweights, **Rick Cummings, John Gehron, Lee Clear** and **Dan Halyburton** to discuss how someone can take the next big step into the GM chair. How do you differentiate between Baby Boomers and Generation X'ers? In this keynote presentation, **Jonathan Pontell** introduces

WZTA (22x), KXXR (11x), WDRK (27x),
WHMH (13x), KQRC (11x), KUPD (13x)!

MAD AT GRAVITY walk away



"Generation Jones." Finally, The Conclave Awards Luncheon included an emotional appearance by **Benny Mardones**, who used the event to publicly announce his battle with Parkinson's disease. Want to hear how to battle back from adversity with the most positive attitude you can attain? Then get this tape! (The performance includes a highly charged rendition of "Into the Night"). Other tapes available through the Greatest Hits cassette package are: "Big Fun- An Irreverend Glimpse of the History of the Music Business" with **Stan Cornyn** and **Dave Sholin**. "Creating Powerful Radio" with **Valerie Geller**. "Show Prep Greenroom" with **Tom Zarecki**. "Internet Strategies" with **Jennifer Rall** and **Kurt Hanson**. "Super Happy Hour" with **Paige Neinaber**. And finally two super format symposiums: the Top 40 session with **Brian Burns** and the Rock Symposium with **Bill Jacobs**. Each session tape is only \$25 - or buy two and get the third for FREE! And all orders get FREE SHIPPING!!! How can you lose! Relive great moments from this amazing conference by using the convenient order form found with this TATTLE, or by visiting www.theconclave.com. Questions? Call 952-927-4487.

Changes too. This week, non-comm WWSP/Steven's Point, WI dropped its Internet simulcast over concerns with the copyright royalty ruling...**Zimmer Radio's** Top 40 KTXV & Country KCLR/Columbia, MO talent **Will Sterrett** is scheduled to exit at the end of September, when he will head to **Waitt Radio** for air-shifts on the company's Choice AC and Boomer Oldies formats...**Chuck Galica** takes over mornings with **Dave Lockhart** and **Lisa Jesswein** at WNIC/Detroit, MI to form The Breakfast Club, meanwhile **Lori Bennett** comes off the air and morning side-kick **Stacey Duford** exits.

Availz. Longtime KCLD/St. Cloud midday jock **Dave Kelly** has announced he will exit the CHR outlet within a couple weeks. He is planning to live in the Twin Cities area and is looking for part-time radio opportunities. Reach out to Dave at (320) 333-6464...former Top 40 WNDV/South Bend, IN night guy **Jeff Sanders** is still on the hunt for his next gig. Contact Jeff at jeffsanders@maplenet.net...former "Mix 92.3" KMXW/Wichita PD **J.J. Morgan** is available, due to budget cuts at **Journal**. Reach out to J.J. at (316) 683-2783, or JJM0812@yahoo.com...

Jobs. WKST/Pittsburgh PD **Jason Kidd** is on the hunt for an MD who can do swing, has a creative mind, and who likes to get out there and "mix it up" with the people. Get your T&R's to Jason at 200 Fleet St., 3rd Floor, Pittsburgh, PA 15220... **Emmis'** Alternative powerhouse WKQX (Q101)/Chicago has a rare opportunity on **Mancow's Morning Madhouse** for a News/Cast-member position. Send your packages to PD **Tim Richards**, 230 Merchandise Mart Plaza, Chicago, IL 60654. (Please, no calls!)...All positions listed in *The TATTLE* are presented free of charge and represent equal opportunities.

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