

Thanksgiving Special Edition • November 29, 2002



Happy Thanksgiving from the Main Street crew
Tom Kay • Chris Mozena • Brad Savage

The busy day is over, the leftover turkey is ready to be attacked, and we hope your Thanksgiving was special. It seems that giving thanks in an industry with increasing unemployment and decreasing commitment generously sprinkled with increased but often unrewarded responsibilities might seem like an empty gesture. But we'll say it again. It's only a job, not an obsession. We hope your day yesterday was absent of terms like "cluster", "quarter-hour share", "spin counts", "music log", and "FCC". Similarly, we hope your Thanksgiving was home to designations like "son", "daughter", "wife", "brother/sister", "friend", and "parents" - with a generous sprinkling of "love". In place of shaking fists, we hope there were passionate hugs. May the memories of your day long outlast the anxieties of your day-to-day. Know that we at **Main Street** are thankful to count you as a "friend" and we wish you a joyous Thanksgiving weekend! Now, where was that drumstick?

An idea proposed by South Dakota State Representative **Bill Napoli** (R-Rapid City) isn't catching much favor with his home state's Broadcast Association. Napoli would like to limit campaign ads on radio and TV to 60 days prior to an election in his state. He says South Dakota has endured incessant political advertising, and wants it to stop. The **South Dakota State Broadcast Ass'n.** says it would oppose the idea, and their response isn't surprising. Radio/TV makes money (although at the lowest of rates) when campaigning gets heated...as it was in SD with their Senatorial contest between **Tim Johnson** and **John Thune** (Johnson won a narrow victory). It's not clear whether Napoli, a car museum owner, may try to officially introduce legislation limiting ads during the next SD legislative session.

After Election day, news/talker WOOD-AM/Grand Rapids, MI held an opinion poll asking who the top challenging candidate for Michigan Governor **Jennifer Granholm** should be in 2006. The overwhelming winner in the poll? "The Motor City Madman" **Ted Nugent!** Nugent grabbed 91.5% of listener's votes. Will Nugent consider running for office? When told of the results, he commented that, "The political status quo sucks. Maybe it's time for an upheaval. Call me Ted 'Upheaval' Nugent. We'll see what happens."

AMPERS affiliate and Noncomm Triple A 91.7 KAXE/Grand Rapids, MN recently held an interesting event to reach its pledge drive goal. Finding itself just \$20,000 short of its goal, on November 2 the station held the "KAXE Dinner-Rama." This was a combination live radio event and dinner party, where listeners in the community hosted theme dinners in their homes and invited friends and family to join the festivities. Listeners charged admission to their private events, with proceeds going to KAXE! Staff and board members visited each home, where they broadcast updates via telephone with KAXE MD **Mark Tarnier** handling the "dinner music" and play by play! Some of the interesting theme dinners included "Steve's Czechoslovakian Dinner Rama" and "Bee's Lake Roadkill Chili Hillbilly Dinner". The station was able to raise \$19,000 through the event, and eventually met its pledge goal!

You know them. You love them! **Kory & the Fireflies** are back with "**Everyone**", the title track of their latest **Stockinrock** full-length. The musical stars of the 2002 Conclave have presented T40/Hot-Modern AC with a holiday-friendly lyric you'll love to play again and again. It should be arriving on your desk right now, but email everyone@main-st.net for a copy if the mailman disappears with it!

Earlier this week the RIAA asked the U.S. District Court in the Northern District of Illinois to find bankrupt file-swapping software provider **Madster** and founder **Johnny Deep** in contempt of court. A November 4th court order had directed Madster to shut down its network or otherwise prevent users from swapping files, and the RIAA contends Madster has still not done so. The RIAA has asked that an officer of the court be dispatched to force compliance in addition to an imposed fine of \$1,500 per day.

Officially adding this week in the Midwest, **Skywind** is already gaining a head of steam at KRRO/Sioux Falls, KIBZ/Lincoln, WDRK/Eau Claire, KBAZ/Missoula and more. "**Lamhaj**" is a hot buzz record for alternative, rock, and active rock. If you're going to break just one act this quarter, it should be Skywind! The single should be on your desk now, and if you want to hear an advance copy of the full-length album *O2 (Oxygen)* let us know at (952) 927-4487 or email bsavage@main-st.net.

Getting the bird dept. Following a series of on-again off-again on-again deals and seeing more red flags than a Spanish bull with double vision, the **Wilks Broadcasting/Saginaw** cluster was unexpectedly silenced between 2:20 and 4:15pm this past Wednesday when some birds apparently got into a Consumer's Energy sub-station in Carrolton, MI and caused fuses to blow. The winged culprits cut power to 1,800 customers and the radio stations (Talker WSGW-A, AC WGER, Hot AC WTCF, Country WCEN, and Urban WTLZ). The Wilks cluster is currently being sold to **Nextmedia**.

Shagia Twain GET UP!

FIRST week Soundscan debut at **1** with 874,000 units sold!

STONEISLAND "bother"

Top 5=Alternative, ActiveRock, Mainstream

IMPACTING POP, HOT/MODERN AC & AAA THIS WEEK!

HONEYMOON SUITE

The Way I Do

KQKY, KTRI, KATF, KXRA, KYYY, KKRL, KFYZ, and more give thanks for something "Suite" at Thanksgiving!

© Wildfire Music

kory & the fireflies
"everyone"
 A song for the season.

Available now.

stockinrock RECORDS

LEANN RIMES
TIC TOC

ADDED KQKQ, KSLI, KKRL, KWOA. On WKQI, WIOG, WYCO, WKSZ, WCIL, KQKY and more!

CURB RECORDS

AFTRA has now filed a grievance with the National Labor Relations Board on behalf of former **CNN** reporter **Charles Jaco**, demanding his reinstatement to **Infinity's** KMOX/St. Louis, in the latest twist following last week's firing of the jock for charges of alleged "gross misconduct," resulting from a series of personal emails Jaco sent to listeners. Earlier this week, the *St. Louis Post-Dispatch* reported that the e-mails that got Jaco fired included his telling a listener to, "piss off you miserable piece of crap" and for another to "ask for time off work for Hitler's birthday so you can celebrate." AFTRA attorney **Wade Baughman** told the paper that, while KMOX is within its rights to punish Jaco for the emailed responses to listeners, that Jaco's actions in no way constituted gross misconduct. (Seemingly implying that Jaco's \$122,500 a year contract could have something to do with the decision.) Meanwhile, Jaco appears to be preparing for his day in court as KMOX is unwilling to withdraw its accusation and the jock claims that his reputation has been unfairly tarnished by the charges levied by KMOX. Stay tuned for more developments!

Grand Rapids Fall Book, Phase 2 Trend. **Clear Channel** country WBCT up nearly a share to put a commanding hold on the marketplace. WBCT 9.9-10.4, WSNX 8.1-7.0, WLAV 7.3-6.6, WGRD 6.4-5.9, WOOD-AM 5.1-5.4, WLHT 4.6-5.3, WKLQ 5.8-5.3, WOOD-FM 4.9-4.9, WODJ 3.9-4.3, WBFX 3.8-4.1, WTRV 3.7-3.5, WVTI 2.8-2.6, WJQK 2.5-2.5, WFGR 1.6-2.0, WBBL 1.7-1.8, WMUS 1.5-1.8, WMJH 1.6-1.7, WYGR 1.2-1.2, WFUR 1.3-1.2, WTKG 1.1-1.1, WJNZ 1.1-1.0, WHTC 0.5-0.8, WKWM 0.5-0.6, WMRR 0.8-0.6, WGHN 0.5-0.4, WYVN 0.4-0.4, WNWZ 0.4-0.4. Fall trends found in this *TATTLE* are 12+ persons, 6A-12P, M-Su, 6A-mid, Summer 2002 -Aug/Sept/Oct comparisons. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Impacting CHR and Hot A/C now: a proven Top 5 smash hit for rock formats by **Stone Sour**, fronted by Des Moines rock legend **Corey Taylor** (of **Slipknot**)! "**Bother**" is a very classy "How You Remind Me"-type hit that will become one of 2003's first (and biggest) success stories! Early adds at KSTZ, KRTI, and more! **Roadrunner/Island-Def Jam**

WIL & WRTH/St. Louis OM **Russ Schell** recently resigned after 3-1/2 years on the job. This week, **Bonneville** announced that veteran programmer **Greg Mozingo**, arriving from 4 1/2 years as PD of WGKX/Memphis, will replace Schell. In addition, Bonneville has named sales veteran and former **Clear Channel** VP **Erik Hellum** as VP/GM for both WIL and WRTH.

Leann Rimes clocks in at CHR with another hit: "**Tic Toc**"! Just added KQKQ, KSLI, KKRL, KWOA and KRTI! Stations already growing rotations for the song include WKQI, WIOG, WKSZ, WYCO, WCIL, KQKY and more. **Curb**

Changes. WONE/Akron Promotions Coordinator **John Boyle** is the new PD of Alternative WWDX (92.1 The Edge)/Lansing. Boyle replaces **Chili Walker**, now programming Active Rock WQBJ & WQBK/Albany, NY. Meanwhile, WONE Promotions Asst. **Brett Russell** is upped to Promotion Coordinator...**Randy Raley** is moving from middays at **Clear Channel** Oldies KLOU/St. Louis after 17 years to do mornings at **Susquehanna's** Classic Rocker KCFX/Kansas City...**Jay Philpott** will exit Classic Rocker KZPS/Dallas as APD/middays at the end of the year. His contract was not renewed. He's currently doing the morning show following the cancellation of the syndicated *Bob & Tom Show*, and is working with **Clear Channel** to find a new position within the company...PD **Margot Smith** has resigned from Alternative KXNA/Fayetteville, AR effective Dec. 13. She will be relocating to Atlanta. No word yet on an interim PD or replacement...**Dino Robitaille**, PD at WDKF/Dayton, is the new MD at WKST/Pittsburgh!

Omaha Fall Book, Phase 2 Trend. Clear Channel country KXKT enjoys a healthy first trend. KXKT 8.9-9.6, KQCH 7.1-7.4, KFAB-AM 7.1-7.4, KEZO 6.5-6.8, KGOR 6.5-6.5, KOMJ-AM 6.7-5.6, KSRZ 6.2-5.4, KEFM 5.5-5.3, KKCD 5.3-5.2, KQKQ 4.3-4.6, KRQC 3.2-4.0, KLTQ 4.0-3.7, KKAR-AM 3.7-2.8, KBBX 1.5-1.7, KCTY 2.0-1.6, KOZN 0.7-1.5, KOSR 1.0-0.9, KCRO 0.8-0.7, KKSC 0.6-0.5, KZKX 0.4-0.5.

Norah Jones has assaulted adult charts for months, and now is mounting a campaign at T40. Charted at 38 bullet this week (R&R), "**Don't Know Why**" is testing and selling! Catch Norah on KDWB, KMXV, WWWQ, WRVW, WKHQ and more. At Hot A/C, hear her on KS-95, WKTI, KTOZ, KZSR and several others. As near a sure-thing as we've seen this year! **Blue Note**

Wichita Fall Book, Phase 2 Trend. **Journal** country KFDI continues the trend of the format with a huge trimester. KFDI 12.3-13.0, KRBB 7.4-8.4, KZSN 7.4-7.9, KEYN 6.5-6.4, KICT 5.3-5.9, KDGS 6.1-5.9, KFTI-AM 5.0-4.9, KNSS-AM 4.7-4.9, KKRD 6.3-4.9, KTLI 3.9-4.4, KFBZ 4.5-4.3, KFXJ 4.0-3.8, KRZZ 3.4-2.8, KFH-AM 2.7-2.5, KMYR 1.1-1.8, KFH-FM 1.8-1.8, KSJM 1.0-1.3, KANR 1.1-1.0, KMXX 1.8-1.0, KYQQ 1.6-0.8, KCVW *-0.5.

Changes, Too. Oldies WGLD/Indianapolis has named WSB-AM/Atlanta GSM **Eric Wunnenberg** as GSM, effective January 6, replacing **Todd Schumacher** who recently (in September) moved to sister Country WFMS as GSM...Religious-Talker WYLL-AM/Chicago PD **Dave Senes** (as well as 3 additional sales/promotion staffers) exits the station, meanwhile sister Christian WZFS PD **Kevin Robinson** adds WYLL PD duties...News/Talker WROK-AM/Rockford, IL news anchor **Fred Speer** (who started at the station in 1959) has announced that he will be retiring at the end of the year.

FEEL *Thanksgiving!*



Don't let turkey leftovers
Stand in your Way



Radio Thanksgivings. WZPL/Indianapolis raised a whopping \$226,729.68 during their sixth annual 36-hour Request-A-Thon, which ended last Friday. All proceeds benefit the **Make-A-Wish Foundation**. That amount, more than twice the amount taken in last year, will grant the wishes of at least 41 children who suffer from life-threatening illnesses. The Request-A-Thon solicited listeners to donate cash to hear their favorite songs, and generated these train wrecks: "Back In Black" into "Rockin' Around the Christmas Tree," "Jailhouse Rock" into "In-A-Gadda-Da-Vida" and Twisted Sister's "We're Not Gonna Take It" into **Vanilla Ice's** "Ice Ice Baby" into "America the Beautiful" by **Ray Charles**. According to PD **Scott Sands**, his **Selector** software had a total meltdown midway through the event and morphed into **Pac Man ... Clear Channel's** AC KRBB/Wichita, KS held their annual Turkey Drive to benefit the United Methodist Urban Ministries last Friday (11/22). Not counting station personalities, over 1600 turkeys and over \$24,000 in cash were donated to the cause...**Clear Channel's** Top 40 KDWB/Minneapolis got into the holiday spirit this past weekend when some air personalities got "into" their "Turkey And Stuff It" promotion. In the bit, station jocks plunged their arms deep into a turkey's behind, fished around and pulled out cool stuff like tickets, CDs, (giblets?) and other prizes to give away to callers...**Infinity's** AC KSRC/Kansas City married morning duo **Monk & Kelly** helped to raise over \$100,000 dollars in just one evening at "Miracle On The Plaza" promotion. The dinner and silent auction was a fundraiser for The Children's Miracle Network. Locally, money will go to the KU Medical Center and Children's Mercy Hospital. As some may already know, this is a cause close to the wake-up team's heart, as Monk & Kelly's own son **Austin** was this year's miracle child when doctors at Children's Mercy saved Austin's life after he suffered a burst appendix and infection...The Central Missouri Food Bank came to **Premier Marketing's** Mid-Missouri cluster earlier this week with a desperate plea for help! It seems the shelves were bare just days before Thanksgiving. However, the radio group responded and Monday all the group's stations ran a marathon broadcast, urging the community to donate. As a result, the Food Bank ended up with \$17,753 and over 5200 pounds of food donated that very day...KSTZ/Des Moines' 12th Annual Combat Hunger broke records again in 2002 by raising 202,000 pounds of food last weekend. The annual two-day food drive has raised over 1,000,000 pounds of food in its 12-year history, 176,727 last year alone, all benefiting the Food Bank of Iowa.

Feel certainly "**Won't Stand In Your Way**" of adding a great adult track for Triple A and Hot A/C. As proof, ask the audiences of KCTY/Omaha, WMMM/Madison, WGVX/Twin Cities, WRLT/Nashville and more! **Curb**

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The Future

AIN'T
WHAT
IT
USED
2
BE

KMOX/St. Louis has announced that Colorado Rockies lead announcer **Wayne Hagin** will assume the chair vacated after the recent passing of legendary St. Louis baseball announcer **Jack Buck**, joining **Mike Shannon** in the Cardinal booth beginning in 2003.

Shania Twain is back after a 2-year hiatus, with a major out-of-the-box success story. Her new album *Up* just sold over 850,000 copies in its first week...guaranteeing a rare #1 debut on **Soundscan!** Her debut single "**I'm Gonna Getcha Good**" is hitbound at several formats, including great airplay at WRVW, WFMK, WMT, WZPL, KMXV, WIXX, KLYV, KQKY and more. Just added at KEZK! **Mercury-Nashville/Island-Def Jam**



The Sisco Kid

Congrats to Mr. & Mrs. **Rob & Cathy Sisco**, proud new parents of **Benjamin Alessio Sisco**, born on November 8th, 2002! Ben's dad is a high-level muckety-muck at **VNU** (*Billboard*, *Monitor*, **Soundscan**, and **BDS**) and a former Conclave Board member.

Arbor Day Broadcasting is buying 1600 KNCY/Nebraska City and 103.1 KNCY-FM/Auburn, NE from Radio 2000 for \$600,000. Expect a format change after January 1, because the purchase agreement states that KNCY's contract to carry **Westwood One's** Mainstream Country format will be cancelled as of December 31. Arbor Day is owned

equally by **Dean Sorenson**, **Richard Chapin**, and **Richard Wagner**. Sorenson, Chapin and **Robert Fain** are also the principal's of **Jim Dandy Broadcasting** and as such are buying two north-west Iowa signals, T40 KDWD/Emmitsburg and country KKIA/Ia Grove, from **Elsert Enterprises** for \$2.5 million. KDWD is a class A signal, upgradable to C3, while KKIA is class C3.

Tamara Walker's new mainstream hit, "**If Only**", is 'only' finding new fans at KRTI, KAYL, WLTE and more! This ballad is perfect for A/C radio! **Curb**

Jon Ellis reports that special Holiday All-Christmas music formats are now being programmed on several Midwest stations, including 104.5 KDAT/Cedar Rapids, 106.5 KLFN/Sunburg, MN, 107.9 KQQL/Anoka-Twin Cities, 101.9 KLTQ/Lincoln-Omaha, 98.1 WISM/Eau Claire (returning to the air from its dark status during a sale), 94.9 WOLX/Madison, 97.3 WLTQ/Milwaukee, 104.3 and 106.3 KZIO/Duluth, and 106.1 KIYX/Dubuque. Expect even more All Christmas converts within the next several days!

SKYWIND
(as in "never-MIND")



"Lamhaj"

Adding this week.

Already cooking at KIBZ/Lincoln,
KBAZ/Missoula, WDRK/Eau Claire,
KFMW/Waterloo, KRRO/Sioux Falls!



Top Hot A/C and CHR Tip: **Bon Jovi's** new single "**Misunderstood**". On the heels of the recently-announced tour with the **Goo Goo Dolls**, this track will impact 12/9. **Island-Def Jam**

Changes, 3. The Grand Rapids, MN translator for 99.5 KBHW/International Falls is now heard on the recently-purchased K236AD/95.1, replacing the translator at 100.9 that suffered from some interference. In Cook, K280AZ/103.9 is also back on the air, now rebroadcasting KBHW...1360 WGEE/Green Bay has applied to increase its daytime power from 5kW to 10kW, while going from nondirectional to directional. The nighttime facilities would remain 5kW directional...97.9 KLMP/Rapid City has completed an antenna height increase from 119m to 579m. The station's power remains 100kW, meaning the class has changed from C1 to C...960 KNEB Scottsbluff, NE has received a construction permit to relocate its transmitter and upgrade from 1kW day/500W night to 5kW/350W...660 KCRO/Omaha has joined the trend of daytimers applying for nighttime operation. KCRO has applied for 54 Watts nondirectional at night. The station is already authorized for 500W from 6 a.m. to sunrise in addition to its 1kW daytime power.

The WOI Radio Group, the **NPR** affiliate in Central Iowa based at Iowa State, will launch 90.7 KWOI/Carroll as its fourth station on Tuesday, Dec. 3. The station will sign on officially at 5:29 p.m. from an Iowa Communications Network room at Iowa State. The sign-on is part of the WOI Radio Group's 80th anniversary celebration. WOI-AM signed-on for the first time on April 28, 1922. The station will simulcast programming with 640 WOI-AM/Ames and 90.1 WOI-FM/Ames, with the same broadcast schedule as 91.1 KTPR/Fort Dodge.

Scott Fybush is a contributing editor to *Radio World*, and operates the websites "100000watts.com", the "Tower Site Of The Week" and the "North East Radio Watch" (dedicated to East Coast radio news at www.fybush.com/nerw.html). For the second consecutive year, Fybush is issuing his "Tower Site" Calendar, where each month features a full-color photograph of a broadcast transmitter site, taken by Fybush during his travels across the U.S. and beyond. This year's featured sites include WGN/Chicago, WSM/Nashville, KOMA/Oklahoma City, Mount Mansfield, Vermont (the highest spot in the state and home to TV and FM for the Burlington market), and Brookman's Park in London, providing BBC AM service for southeastern England. The calendar also includes a tribute to the broadcast engineers who lost their lives in the World Trade Center attack. "It's a must for any tower buff," says Fybush, "but I do encourage getting spousal approval before hanging it on your living room wall!" For more details and to order the calendar, visit www.fybush.com. You can even hear audio of Scott's recent accolades on the calendar from news legend **Paul Harvey**!

Minnesota Christian Broadcasters' new signal, 100.1 WZFJ/Pequot Lakes-Brainerd is testing its signal with sample music, liners, and jingles. "Z-100, Total Christian Hits" will officially sign on December 1 at 2pm with a Christian Hits/Rock format. MCBI also owns 102.7 KTIG/Pequot Lakes (which is simulcast on 91.5 KCFB/St. Cloud), and its original dial position was 100.1. KTIG moved to 102.7 to upgrade power several years ago, and then applied for the new signal at 100.1 when it became available again.

Sofia Loell scores a huge Midwest add with "**Utopia**" at KJCK/Junction City. Here's a great pop/rock anthem for Hot A/C and CHR! **Curb**

Conclave 2003 "The Future Ain't What It Used To Be!" Minneapolis Marriott City Center. July 17-20. Tuition for the 28th annual conference is just \$199 until December 31, 2002. To register, call 952-927-4487 or visit www.theconclave.com for more details.

Availz: **Jay Philpott** will not see his KZPS/Dallas contract renewed after December 31. He's looking within **Clear Channel**, and/or waiting to hear from you! Reach out to Jay at jaydio@aol.com...We know of a very talented, two year full-time veteran female jock, currently at a Top 100 market CHR, who is searching for a new challenge and relocation to the Midwest. Contact **Main Street** at (952) 927-4487 for details.

Jobs. We know of a heritage Midwestern CHR that's looking for at least one major shift. We'll pass along names...**Premier Marketing** is looking for a PD for not one but **two** N/T AM Stations in Mid-Missouri! One is the 80 year old ratings leader KFRU/Columbia, MO and the other, KLIK-AM, serves the Show-Me State's Capital, Jefferson City. Interested candidates can contact: KBXR PD **Lana Trezise** at lane@bxr.com or 573-449-1520...The best signal in North Dakota, a heritage full service News/Talk leader, seeks a PD. Talk experience a must. Materials to OM **Todd Mitchell**, Box 1658, Bismarck, ND 58502. Or email MP3 and resume to ToddMitchell@clearchannel.com No calls, please...**Cumulus** oldies WOGB/Green Bay is looking for an experienced morning co-host (females encouraged) and a midday talent. T&Rs to OM **Jimmy Clark**, 810 Victoria St., 54302...**Infinity** '80s outlet "Mix 104" WXPT/Twin Cities is in search of part-timers. Contact Mix 104, Attention APD **Paul Kraimer**, 7001 France Avenue South, Suite 200, Minneapolis, MN 55435. You can also submit MP3's and email resumes to Paul at Paul.Kraimer@infinitybroadcasting.com...T40 legend WIXX/Green Bay is looking for part-time/swing personalities. Send your stuff to PD **David Burns**, Box 23333, 54305...All positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.