

THE MAIN STREET Communicator Network TATTLE R

Happy Holidays from Main Street
Tom Kay - Chris Mozena - Brad Savage

Eyebrows were raised earlier this week, when the *LA Times* reported that **Cumulus** had planned to name **Jeff McClusky & Associates** veteran **John Kilgo** as Director of Label Relations. The post would have been an in-house liaison to labels. The *Times* went on to report Cumulus would let it's million dollar deal with McClusky lapse at the end of the year...at which point, it would hire Kilgo. Yesterday, it was learned that the company had decided against hiring Kilgo as an employee, and would instead use Kilgo and his new promotion company as its new independent when Kilgo's non-compete with McClusky expired. *Radio & Records* went on to report that Kilgo would be attempting to buy out the non-compete and implied Cumulus might help in the effort. When the original deal was announced in the *Times* on Tuesday, label executives were said to believe the arrangement appeared to be in violation of federal anti-payola laws if Cumulus would have hired an in-house "indie." FCC statutes prohibit labels from paying radio stations directly for airplay, if that airplay isn't identified on the air as "bought and paid for." The current method of providing indirect payments to radio through independent promoters is accepted throughout the industry, even though that system is under fire from several organizations like the **Future of Music Coalition** and select members of Congress like **Senator Russ Feingold** (D-WI). *Comment:* It's not surprising to see a radio company attempt to bring independent promotion in house, especially since many companies know their independent promotion "partners" take commissions rumored to be as high as 50% or more for money "earned" by each station in their deals. It is surprising that Cumulus legal team allowed the plan to get as far as it did this week. Even armchair lawyers understand the implication of a check being made out to a radio company/station in exchange for airplay (money would be exchanged only when a station adds a record to it's playlist), a fairly clear violation of payola statutes. The event clearly illustrates the demarcations at play in the industry, as radio attempts to gobble up as much label money as allowed by law while the music side attempts to put the skids on expensive radio promotion habits, like per-station independent promotion. Oh, what fun 2003 promises to be!

Skywind scores a big add with 93X/Minneapolis giving the official nod to "**Lamhaj**" after weeks of successful spikes and Cage Match wins. Skywind is also already in rotation at KIBZ/Lincoln, WDRK/Eau Claire, KRRO/Sioux Falls and even seeing some activity in CHR at KKCK/Marshall! Expect them to become one of the breakout new acts in 2002! **Atomic K**

Just 11 days left to save BIG MONEY!!! 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.

Main Street sends it's deepest condolences to the family and friends of **Magnum Communications Group** founder **Lynn Weiss Magnum**, who died of cancer this past Wednesday (12/11) at the young age of 33. The company was founded by Magnum and her husband **David** in 1991 and owns several Wisconsin stations. Services were held this past Wednesday (12/18) in Portage, WI.

What's the new rock crossover secret weapon? It's **Stone Sour** and their song "**Bother**", scoring multiple adds at CHR, Hot A/C, and even Triple A! This high-testing, string-arranged rock ballad is a great addition to your playlist right now. You'll never even guess that frontguy **Corey Taylor** is also a member of hardcore metal act **Slipknot**!?! Don't be scared by that, as "Bother" has been added at KQKQ/Omaha, KKDM/Des Moines, WKSZ/Green Bay, WRVW/Nashville, KBEA/Quad Cities, KLLC/San Francisco, KTCZ/Twin Cities, WWHT/Syracuse, KDOG/Mankato, WYCR/York, and many more. Already on WHTS, KROC, KKCK, KWYR, KYYY, KWOA, WSNX and more. **Roadrunner**

Minneapolis Fall Book, Phase 2 Trends. Twins baseball is apparently less of an issue during this trend, with **Infinity's** N/T 'CCO off a bit and **ABC** rocker KQRS up. WCCO-AM 10.3-9.8, KQRS 8.9-9.5, KEEY 5.7-6.1, KDWB 5.8-5.7, KSTP-AM 4.7-5.6, KXXR 5.9-5.5, WLTE 5.2-5.0, KTCZ 4.5-4.2, KQQL 3.8-3.8, KSTP-FM 3.7-3.7, KTTB 3.5-3.3, WLOL 2.8-3.1, KFAN-AM 2.9-3.0, WXPT 2.8-2.8, KLBB/KLBP 1.2-1.2, WWTC-AM 0.9-1.0, WGVX/WGVY/WGVZ 1.1-0.9, WMNN-AM 0.6-0.7, KLCI 0.7-0.6, WFMP 0.4-0.5, KNXR 0.4-0.4, WDGY-AM 0.4-0.4, KFXN-AM **-0.4. Fall trends found in this *TATTLE R* are 12+ persons, 6A-12P, M-Su, 6A-mid, Aug/Sept/Oct – Sept/Oct/Nov comparisons. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**

theconclave.com for details'. On the right, vertical text reads 'ain't what it used to be' with a small globe icon. At the bottom, a red arrow points to the text 'The Future'."/>



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Kory and the Fireflies get a huge add at KMXC/Sioux Falls, and already have about 90 spins a week in the Midwest with support from KWOA (9x), KWYR (14x), KKRL (10x-21x), KQIC (12x-21x)! The new single is called **"Everyone"** and you should be auditioning it now! **Stockinrock**

The University of Nebraska' Board of Regents has postponed a decision on **Pinnacle Sports Productions'** \$11.4 million bid to extend its deal to produce the college's sports broadcasts through 2011, and will now open the process to competitive bids. The 5-2 vote this past Saturday (12/14) will mean that **Waitt Media** and other broadcast companies that have expressed interest in bidding on the rights will now have the opportunity to do so. Pinnacle's current deal expires July 31, 2006.

Honeymoon Suite continues their airplay story with KARZ, KATF (11x), KYYY (17x), KKRL (21x), KQKY (15x), KRTI, KXRA and more. **"The Way I Do"** is getting great response everywhere it is played! Contact Main Street if you need reseriving on this song. **Wildfire**

Hubbard Broadcasting has moved to an automated delivery on its Twin Cities stations overnight. Hot A/C KS-95, talker KSTP-AM and female-friendly talk "FM 107" (WFMP) are now operating with no live board op or announcer in late nights. Former KS-95 overnigher **Anne Kelly** is handling nights, and KS-95 has also added a morning show replay feature, "The Best of **Van and Cheryl**" weeknights from 10pm to 12am.

Bon Jovi is back! In preparation for their tour with the **Goo Goo Dolls**, **"Misunderstood"** is the newest hit from the album *Bounce*, and will impact CHR after January 1. It's already been added at Hot A/C's like WVRV/St. Louis, WWMX/Baltimore, WKDD/Akron, KAMX/Austin, WTBX/Grand Rapids, KDAO/Marshalltown, KQIC/Willmar and more! Adding January 6th at T40! **Island-Def Jam**

Norah Jones scores a new add this week at KRSK/Portland. Continuing her bullets at CHR, **"Don't Know Why"** is still red-hot at KDWB, KMXV (26x), KLZR, WPPY, WRVW (28x), WWWQ (45x), WKHQ (15x), KROC, KKCK, KFMC, KJCK (38x) and more! **Blue Note**

Our rumor from a month ago finally came to pass as **Journal** rocker KEZO/Omaha tapped KRZZ/Wichita PD - and Conclave Board member - **Lester St. James** to be its new Program Director. The position came available as current KEZO programmer **Bruce Patrick** was transferred to sister Classic Rocker KBON (The Bone)/Knoxville, effective January 6th. Lester's first day in Omaha was last Monday. Congrats to both Lester and Bruce on their appointments.

ADD KXXR!!! "Lamhaj"



SKYWIND  **Atomic K RECORDS**

Rumor: Will KDWB be jockless starting Monday, through New Year's eve? Will it be some kind of a Holiday stunt?

Sofia Loell picks up adds on **"Utopia"** at KJYO/Oklahoma City and KKCK/Marshall. It's also playing 20 times a week to great response at KJCK/Junction City. Consider this great song by a new European act for your Hot A/C or CHR station today! **Curb**

Live radio can be its own worst enemy. Just ask the folks at KFAN/Minneapolis, who carry weekly **Vikings** games. It seems sideline reporter **Greg Coleman** got just a bit too close to **Randy Moss** when the Vikes were called for a questionable inference penalty during last Sunday's **New Orleans Saints** game. Randy saw Greg coming, grabbed his microphone and screamed, "Did you see that s***, Vikings fans???" But wait, there's more. When Coleman was in the Vikings locker room after their first road victory in over 2 years, he quizzed center **Matt Birk** on his game. When receiver **Chris Walsh**, who lockers next to Birk, heard a question he took issue with, he too grabbed Coleman's mic and exclaimed: "What the f***, Greg...??" Is this a f***in' great business, or what!!!

Shania Twain is back with the album *Up*, and picks up WXLO/Worcester, KIOI/San Francisco, WHYN/Springfield, WRMF/West Palm this week. **"I'm Gonna Getcha Good"** is a bona fide cross-format hit, with believers including KMXV, KBEA, KLVY (17x), WPPY (12x), WZOK (28x), WRVW, KKCK (25x), WWAX (40x), WMT, KKRL, KDAO (25x), KEZK, WLHT (14x), KLMJ, WHMS, WMGN and more! **Island-Def Jam**

Midwest expatriot **Troy Hanson** checks in from his **Clear Channel** Alternative WZTA/Miami home with news that his morning guys **Paul Castronovo** and **Young Ron Brewer** received a call from former NFL all-star/actor/accused murderer **O.J. Simpson** as a part of their ongoing "Who Do You Know That's Famous?" event/giveaway (where listeners are challenged to get the most famous people they know to call in. The most famous celebrity caller gets \$200 donated to their favorite charity, and the person that got said celebrity to call in wins a trip the Fiesta Bowl to watch the Miami Hurricanes take on the Ohio State Buckeyes). Well, the Juice told listeners that he has three "volunteer P.I.'s" working on the Nicole murder case but then went into a rant about **Faye Resnick** ("She's a liar!"), **Marcia Clark**, the D.A.'s office, and the LAPD. No matter, OJ was the front runner until football legend and future Hall Of Famer **Dan Marino** was coaxed to call in and win, providing an audible sigh of relief was heard not just Miami-wide and through the offices of ZETA!



KQKY 15x
 KTRI 10x
 KATF 11x
 KXRA on
 KYYY 17x
 KKRL 21x
 KARZ 7x

HONEYMOON SUITE

© Wildfire Music

Rumor: Is KDWB/Minneapolis morning talent **Angi Taylor** and **Backstreet Boy Nick Carter** an item? They are, if you believe the *Minneapolis Star-Tribune*. This morning, the newspaper's gossip columnist **CJ** ran an article with photos of the two in various stages of friendliness in a Florida outing a few weeks ago. But Angi and her bossman, **Rob Morris** (PD of KDWB), were less than forthcoming about the truth...whatever that is. Angi had no comment for the columnist, while Morris told CJ, "What she does on weekends is her business." Those close to the scene indicate what CJ discovered may be in the "old news" category and that both Angi and Nick may have moved on from the supposedly romantic weekend. But then, again...

Veteran overnight personalities **Steve King** and **Johnnie Putman** are returning to Chicago news/talker WGN-AM (720) on December 31, just in time for the annual New Year's Eve broadcast at 11pm. After a four month leave due to Steve's illness, the duo will return with an abbreviated broadcast schedule (on doctor's orders). Expect to hear Steve and Johnnie from 11pm to 2am Monday through Thursday and Saturday.

As reported in *The TATTLER* last week, WHSB and WHAK/Alpena, MI recently held the "Flippin' For Julian" pancake eating contest, a fundraiser for an area child in need of a bone marrow transplant. WHSB afternoon **Stevie B** and WHSB PD **Darrel Kelly** held an all-day remote last Saturday with the American Red Cross on site, testing for possible donors, and the turnout doubled the expected participation. The event was a huge success.



"The great feature of this tree is it's digital.
 After the holidays, you can use it to get XM Radio..."



If it's broke, fix it and have some fun dept. Why was Bismarck's Y-93 stunting on Monday afternoon? The station was holding its "Christmas Closeout Sale" for a few hours, playing "forgotten hits" that it hasn't aired in several years from acts like **Freddy Johnston**, **Jesus Jones** and more. It appears that the station's Prophet Systems computer was down, forcing the station to revert to playing old-fashioned CD's on air. Afternoon and OM **Todd Mitchell** decided to make it an "event" rather than a problem, and received positive comments and several requests from listeners!

Congratulations to **Clear Channel's** Twin Cities radio cluster. Over the course of the year in 2002, the company raised over *\$9 million* for Minnesota and regional charity organizations. This money was raised via charity events, fundraisers, live broadcasts and benefit CD's created by the group's seven Twin Cities area stations! For all the Clear Channel criticism which exists in the industry today, here is a strong example of the company's commitment to the community.

Former Chicago rock jock **Eddie Webb**, who worked at "Rock 103.5" (WRCX) and 97.9 WLUP, is headed back to terrestrial radio. Webb has most recently been serving as PD for **XM Satellite Radio's** "Liquid Metal" (Channel 42), the extremely heavy aggro/metal station. This week, Webb was hired by another Midwest alumni, **Keith Hastings**, at **Entercom** active rocker 107.3 WAAF/Worcester-Boston. Webb replaces longtime afternoon driver **Rocko**, who exited a few months ago. Webb also has also held positions with KUPD/Phoenix in years past.

As reported in *The TATTLER* last week, **Bonneville** is still stunting on 96.9 WTNX/Zion (suburban Chicago). The station had been simulcasting "The Mix" (101.9 WTMX) but last Thursday dropped the simulcast in favor of the "artist of the day" feature. This feature was used when Bonneville signed on sister station "The Drive" (97.1 WDRV) in 2001. Some analysts expect WTNX to shift to a simulcast of The Drive, while others say the station is preparing its own format for the Zion area. After playing music by **Dave Matthews Band** all day Thursday, WTNX played all opera last Friday, disco music all weekend, and featured all-day blocks of **Pink Floyd**, **Simon and Garfunkel**, **Grateful Dead**, **Tony Bennett** and **Bruce Springsteen** this week. Stay tuned for further details!

Congratulations to Top 40 Mainstream WHZZ/Lansing, MI PD **Dave B. Goode** and his wife **Shannon** whom have announced they are expecting their first child in August of 2003.

norah jones "Don't Know Why"



R&R CHR/POP 11

**RESEARCH!
PHONES!!
SALES!!!!**

ADDED
KOKQ, KKDM, WKSZ,
WRVW, KBEA, KLLC!
On WHTS, KZIA, KROC,
KWYR, WZPL, KWOA!
WSNX 21x, KFBZ 35x, KSTZ

STONE SOUR

"bother"



Added KFBZ, WIXX!
WZPL 24x!!
KKRL 14x!
WMYX 11x!
On WTMX, WVRV

Friends and family of former WJR-AM/Detroit talent **J.P. McCarthy** were more than a bit surprised to learn J.P. would be making a return to the airwaves this past week when a billboard along a Detroit freeway popped up advertising "J.P. on 'JR in the AM.'" Considering J.P. had passed away some seven years ago, *The Detroit News* investigated and quickly found out that the board was not a recent purchase by WJR, but rather was an old board from the early 90's that was accidentally revealed when a work crew removed a more current ad and the old ad was exposed.

Michigan Talk Radio Network has dropped **Bill Vogel's** "The Captain and Crew" afternoon show, with Vogel and his sidekick **George Baier** both exiting. Meanwhile, veteran Michigan talker **Dave Barber** has renewed his agreement to continue with the network, receiving another year and an expanded time slot, now heard from 2pm-6pm (ET).

Eau Claire/Chippewa Valley's **Central Radio Group** is being sold! Connecticut-based **Maverick Media** is buying the stations for \$18 million, adding to their dozen radio holdings in Hawaii and California. This six-station deal includes several of the top-rated Eau Claire stations: country WAXX (104.5), oldies "Cool 92.9" (WECL), active rock "The Carp" (WDRK 99.9), CHR "I-94" (WIAL 94.1), news/talk WAYY-AM (790) and sports WEAQ-AM (1150). Central began in 1984 when **Post Corp** was sold to **Gillett Communications**, giving them WAXX, WAYY, and WEAU-TV. Gillett held the TV station and sold WAXX and WAYY to Central for \$4 million. **David Nelson** became president and principal owner of Central, and in 1996 the firm bought WIAL, WECL, and WEAQ. Active rocker WDRK debuted as a new sign-on in 2001.

FYI: Your next *TATTLE* will arrive on Friday, January 3rd. But because we know radio will be at work, so will we! We'll be staffing the office throughout the holidays, so feel free to pass along your news items and job needs, or if you just want a friendly voice to talk to! From the entire Main Street family, we wish you all the happiest of Holiday Seasons!

Changes. KFMD/Denver has re-upped PD **Jim Lawson** for another three years...**Bonneville's** WVRV/St. Louis has named **Emmis'** cross-town KIHT APD/MD **Marty Linck** as PD. Linck will continue on KIHT and as APD/MD/Imaging Dir. for sister Rocker KSHE for the next two weeks...Talker WAIT-AM/Chicago hosted **Talk Radio Network's Rusty Humphries** as he broadcast live from the station yesterday (12/19) and today (12/20) joining morning host **Libby Collins** and other WAIT hosts for the station's Food Drive in Crystal Lake tomorrow (12/21)...Alternative WZZN/Chicago weekender **Shark** has announced he has signed up for his third year as PA announcer for the Chicago Rush Arena Football Team...Country WJCP/North Vernon, IN has snagged WRZQ/Columbus, IN talent **Allen "The Buzzman" Willis** who will join PD **Joe Ammerman** for mornings...**Clear Channel/Madison, WI** OM **Mike Ferris** has announced that he has re-signed **Colin Hafkey** for another year of voice imaging on Classic Rocker WIBA...according to reports from *Michiguide.com*, **Rick Jagger** has exited as news anchor on **Infinity** owned Talker WKRK/Detroit...**Clear Channel** Country KGMV/Springfield, MO has named afternoon talent **Chris Michaels** as MD.

Congratulations to WLTE Morning Host/"Saturday Night At The '70s Host" **Cindy Barton**, whose recent syndicated Holiday special was heard on over 60 stations! It's an offshoot of her nationally syndicated '70s show, and more information can be obtained by calling 651-793-8400.

Jobs. Country middays are open in Fargo. KFAB-FM "B-93" seeks an experienced talent, with some knowledge of the format. Get your stuff to PD **Erik Grande**, 1020 25th Street South, Fargo, ND 58103...KCVM "Mix 96" is the only locally owned station in Waterloo-Cedar Falls and has an afternoon drive/promotions director opening. Knowledge of Cool Edit Pro, Saw Plus and/or Music Master is helpful. Get your package to PD **Jamie Phillips**, KCVM/Mix 96, 721 Shirley Street, Cedar Falls, IA, 50613. All jobs listed in *The TATTLE* are presented free of charge and represent equal opportunities.

**HAPPY HOLIDAYS FROM YOUR
FRIENDS AT THE TATTLE, MAIN
STREET AND THE CONCLAVE!!
NEXT ISSUE: JANUARY 3, 2003!**

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