

THE MAIN STREET Communicator Network TATTLE R

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

Ladies & Gentlemen – The Vice President!! Jon Zellner has been given VP stripes by **Infinity**, becoming the VP/Programming for the group's Kansas City cluster. The appointment pretty much quiets those rumors about **Jon** moving to New York (where he put together the earliest manifestation of the newly reborn WNEW). Jon had been OM of T40 KMXV and adult KSRC, but now adds a pair of country FMs to his programming responsibilities: **KBEQ** and **KFKF**. "Jon's programming expertise and proven track record make him the logical choice to build upon the success of our outstanding properties in Kansas City," said his Infinity-KC bossman **Herndon Hasty**, and adds "he and our outstanding program directors will lead our efforts to work together as a cluster." Said Zellner, "I'm anxious to move into the country world. I've been a big fan of artists like **Martina McBreed**, **The Dixie Chunks** and **Tim McGrew** for years." Echoed **KBEQ** PD **Mike Kennedy** and **KFKF** PD **Dale Carter**, "Zellner's gonna help us in country??? Oy Veh!!!" (Congrats on the elevation, Jon!)

Congratulations to **Clear Channel** Rocker **WFBQ** (Q95)/Indianapolis PD **Mike Thomas**, **Bob & Tom** and the rest of the staff for raising nearly \$75,000 for the Leukemia & Lymphoma Society during the 2003 Bob & Tom Radiothon and the Q95 Pay for Play weekend! **Bob & Tom** reportedly stayed on the air for (12) hours last Friday (2/28) and auctioned off some cool items, including guitars from **Ted Nugent**, **Sammy Hagar** and **John Mellencamp** all of whom also called in during the broadcast to help the cause. The item that brought in the most money was a guitar signed by **Jon Bon Jovi** and **Richie Sambora** that went for \$4,700. The Pay for Play portion of the weekend continued after **Bob & Tom** signed off and went through Saturday night at 6pm. Listeners could pay \$25 for any song they wanted to hear. Local bands could have their stuff played for a \$200 donation and some labels even got in on the action and bought some spins.

Feel scores several Hot A/C and Triple A adds again this week with "**Got Your Name On It**", the most instantly-hooky pop/alt single this year! Adds are in at **WVRV**, **WGVX**, and **KQMB**, and airplay is already strong at **KFBZ**, **KKRL**, **KCTY**, **KQIC**, **KAYL**, **KRTI**, **WRNR**, **WRLT**, **WMMM** and more. *JUST IN: KTCZ!* **Curb**

Bombs not books? WTDY-AM/Madison host **Chris Krok** is "protesting the protestors" with a counter-demonstration against the "Books Not Bombs" rally scheduled for Wednesday at the Wisconsin State Capitol. Krok plans to start his broadcast and counter-protest at Noon from the Wisconsin Avenue driveway of the Capitol, and has invited members of the Madison Area Peace Coalition and student leaders to come on the show for a debate.

Indianapolis Winter Book, Phase 1 Trend. WFMS 12.9-12.9, WFBQ 8.5-8.8, WIBC-AM 7.4-7.0, WGLD 7.2-6.5, WHHH 6.3-6.3, WTLC-FM 5.0-5.8, WYXB 5.0-5.1, WNOU 5.3-4.8, WRZX 4.9-4.5, WTPI 3.2-4.1, WZPL 3.4-3.0, WENS 2.8-2.7, WTTS 2.4-2.3, WGRL 2.3-2.2, WYJZ 2.3-1.9, WTLC-AM 1.5-1.8, WNDE-AM 1.7-1.7, WXIR 1.3-1.4, WXNT-AM 0.8-1.0, WKLU 0.8-0.9, WKKG 0.5-0.7, WSYW-AM **-0.5, WXLW-AM 0.6-0.5, WEDJ 0.4-0.4, WNTS-AM 0.4-0.4. Trends found in this *TATTLE R* are 12+ persons, M-Su, 6A-mid, Fall 2002 – Phase 1 Winter 2003 comparisons, unless otherwise noted. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

The Duluth radio market saw its share of changes this week, as the former **Brill Media** stations went to **Regent**, then were dealt to **Clear Channel**, in a matter of hours. Then, last Friday afternoon, **Red Rock Broadcasting** began stunting on classic hits **KZIO** (104.3, and operating translator **K292EZ/106.3**). Monday at Noon, **KZIO** launched as "Pure Rock X-106", with a young and very current driven active rock format. The format is programmed by sister **KQDS** OM/PD **Bill Jones**, and is meant to combat **Midwest Communications** active rocker **KRBR** "Rock 102.5 The Bear." While **KRBR** plays a wide mix of new and older hard rock, X-106 (named for its primary Duluth translator signal at 106.3) will be very current driven. The classic rock/active rock combo is one that Jones worked with himself, during his time at ABC's **KQRS/KXXR** transition in the Twin Cities, where he oversaw the **KXXR** changeover from alternative to active rock. Meanwhile, "X-106" creates a peculiar ratings issue for the Duluth market, because the "X" moniker is also currently used on Midwest's hot-talk AM station "970 The X" (AM 970 **KXTP**).

Theory Of A Deadman has gained most added honors at T40 and HAC, as "**Make Up Your Mind**" begins its assault of the pop formats. You'll be hearing the song on **KMXV**, **WIOG**, **WDJX**, **KROC**, **KWYR**, **WVYB**, **KZMG**, **WKCI**, **WSSX**, **KKPN**, **WZPL**, **KNVQ**, **WKCI**, **KBMX**, **WVUU** and more! **Island-Def Jam**

Kory and the Fireflies are gearing up for a series of live appearances around the region this spring and summer, and are enjoying tremendous Midwest airplay on "**Everyone**", the newest single from the Sioux Falls-based band. Among the supporters of this timely single are great call letters like **KQIC**, **KKRL**, **KKCK**, **KWYR**, **KMXC**, **KCVM**, **KFMC**, **KAYL**, **KKLS**, **KUOO**, **KRCS** and more! **Stockinrock**

Make Up Your Mind

THEORY of a DEADMAN

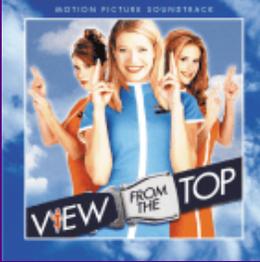
MOST ADDED! Including **KMXV**, **WIOG**, **WDJX**, **KROC**, **KWYR**, **WVYB**, **KZMG**, **WKCI**, **WSSX**, **KKPN**, **WZPL**, **KNVQ**, **WKCI**, **KBMX**, **WVUU** and more!

ROADRUNNER RECORDS

From the motion picture "View From The Top"

Kaci "I'm Not Anybody's Girl"

ADDED **WCIL!**





Added WGVX, WRNR, KQMB, WVRV!
FEELing Great at KAEP, KCTY, KFBZ,
 KTHX, WMMM, WRLT, KCTY!

Country KZSN/Wichita MD/afternoon **Dan Holiday** has been tapped to host the new program "Caught in the Path" which is being developed by the Weather Advisory Network (WARN). It is a free one hour radio special that will focus on the upcoming severe weather season. The show will feature interviews with world renowned storm chasers, meteorologists from the Storm Prediction Center and severe storm survival victims. This free program will be offered on a market exclusive basis delivered on CD by April 1st. For more information contact WARN via e-mail at caughtinthepath@aol.com or by phone at (316) 371-7151.

Des Moines Winter Book, Phase 1 Trend. KKDM 9.8-10.2, WHO-AM 9.8-9.5, KIOA 8.4-8.3, KGGO 6.4-7.6, KAZR 7.1-6.6, KSTZ 7.1-6.0, KLTJ 6.0-5.5, KJJY 4.5-5.4, KHKI 3.6-4.3, KRKQ 3.8-3.8, KVJZ 3.3-3.3, KMXD 4.0-3.3, KRNT-AM 2.9-2.9, KXNO-AM 2.2-1.7, KZZQ 1.5-1.7, KCCQ 2.1-1.6, KWMT-AM 1.2-1.0, KWKY-AM 0.9-0.9, KJJC 1.0-0.9, KBGG-AM **-0.5, KXIA **-0.5, KLRX 0.2-0.2.

Grand Rapids, MI Winter Book, Phase 1 Trend. WBCT 9.6-9.0, WSNX 6.8-6.8, WLAV 6.4-6.5, WOOD-FM 5.7-6.4, WLHT 5.2-5.5, WOOD-AM 5.5-5.4, WGRD 5.0-5.0, WKLQ 4.7-4.8, WTRV 4.2-4.2, WBFX 4.0-4.2, WODJ 3.6-3.3, WJQK 2.8-2.9, WVTI 2.3-2.9, WFGR 2.2-2.4, WFUR 1.7-1.8, WBBL-AM 2.1-1.8, WMJH-AM 1.3-1.1, WTKG-AM 1.0-1.1, WMUS 1.8-1.0, WYGR-AM 0.6-0.9, WJNZ-AM 1.0-0.8, WHTC-AM 0.7-0.7, WMRR 0.5-0.7, WKWM-AM 0.6-0.6, WGHN 0.7-0.6, WYVN 0.5-0.5, WGN-AM **-0.4.

Clear Channel T40 KDWB/Minneapolis is printing lots of "Hello, My Name Is..." badges. Last Thursday was morning co-host **Angi Taylor's** last day with the station (she is the new co-host with "**Chio In The Morning**" on sister Q-102/Philadelphia). Tonight is longtime night slammer **Scotty Davis'** last show (he's headed to sister 106.1 Kiss FM/Dallas for nights). On Monday, **Wes McKane** will debut in his new night position (inbound from afternoons at **Entercom** T40 103.7 Kiss FM/Milwaukee). And last Friday, KDWB hired **Kasper** for its vacant afternoon slot. Kasper comes from an APD/MD/night slot at Clear Channel sister WAKS ("96.5 Kiss FM") in Cleveland. Also this week, KDWB's "**Dave Ryan In The Morning**" show has been auditioning 10 women a day in its "Angi For A Day" contest, a scheme devised to determine if a current non-radio person in the Twin Cities could replace Angi on its morning show. In addition to the young hopefuls, Ryan also drafted KSTP-TV (Channel 5) news anchor **Harris Faulker** to handle news and cohost duties this week on his show... an interesting move considering that Faulker is a member of the cross-town **Hubbard Broadcasting** family, and briefly hosted her own radio show on female-talker "FM 107" (WFMP) when it debuted last summer (she gave up her radio show when she was promoted to a more prominent anchor position with KSTP-TV). Stay tuned to learn who will gain permanent co-host duties at KDWB. Could an announcement be forthcoming, perhaps before the next **TATTLER** hits your desk??

Presence

Tonz Of Fun

Adding 3/17



Bon Jovi's latest, "**Misunderstood**", continues to pack more bullets than **Andy Sipowicz!** Bulleted at #34 at CHR/Pop, and #20 at Hot A/C, it picks up great adds at KBEA, KZZO, WBMX, WOMX and more! **Island-Def Jam**

The **ACM (Academy of Country Music)** announced their annual award nominations this week, including some prominent Midwest format practitioners! Nominated for Station of the Year: **KTTS/Springfield (MO)**, and **WWQM/Madison!** For Air Personality of the Year, WIL/St. Louis' morning crew of **David, Elaine and Monica** were nominated! The winners will be announced on May 21st.

Our condolences to MAP's **Bill** and **Nancy Rusch** on the passing of Nancy's mother, **Marian Kelly** earlier this week.

What's up at **Central Radio Group** (soon to be **Maverick Media**) T40 "I-94" WIAL/Eau Claire? The station is doing an "All '80s Weekend" and promises a "new sound" as of Monday. APD/MD **Kris Cooper** isn't talking, but says to expect some excellent '80s songs and a fun presentation all this weekend!

MercyMe has already sold one million records on the strength of the amazing single "**I Can Only Imagine.**" Why? Just about everyone is seeking positive sentiments for troubled times, and this made-for-morning drive song will make your phones light up... just ask KRBB's **Lyman James** or KRBB's **The Fitz, Steven, and Tony!** If you played "**Butterfly Kisses**", "**Dear Mr. Jesus**" or "**Christmas Shoes**" just one time, then you already know the strength of **MercyMe.** **Curb/INO Records**

A few CPR promotions from the **Paige Neinaber** world (a place to visit but certainly not to live!): KDWB/Minneapolis has two major promotions under way. The first is "Pennies From Heaven" which will award a concert by **Good Charlotte** to the high school that collects the most pennies for the KDWB Family Fund. The station is also reprising "Gown Town," which is a charitable promotion that collects old prom dresses, has them cleaned and readies them for sale at pennies on the dollar at a Filenes-style stampede of a one-day sale at a local mall. All the cash that is generated goes to charity. In Saginaw, WIOG did "Give Our Troops A Hand" last Friday at a local mall. Hundreds of listeners showed up to sign a handprint on a tarp that was turned into a billboard of support for local servicemen and women who have been deployed. You can check out the artwork at <http://www.wiog.com>. And in Rochester (NY), four contest winners from 98PXY joined the masses of digital camera armed "pervs" on Bourbon Street for Mardi Gras. This was the culmination of PXY's "Wild On Mardi Gras" that had listeners doing ring toss with beads, negotiating "passed out" people on the ground without spilling their beer, and slurping down oysters to win the chance to be one of WPXY's official Mardi Gras correspondents. The winners were given digital cameras, put on a flight south and covered the action for the masses snowed in at home. Go to <http://www.98pxy.com> for the action.

kory&thefireflies

EVERYONE
AT KCLD
KYYY
KRTI
KDBX
KKLS
KOKY
WWAX
KGLI
KBMX
KWYR



KQIC
KRCS
KUOO
KAYL
KVHT
KCVM
KWOA
KKRL
KLLT
LOVES
'EVERYONE'

Bonneville Hot AC **WVRV (101.1 The River)/St. Louis** has added midday talent **Vic Porcelli** to its morning show and teaming him with **Trish Gazall** to form Vic & Trish in the Morning. Porcelli will then return to part of his former shift (10am-1pm), after which new MD **Jill Devine** takes over until 3pm.

Midday talent **Kelsey Collins** will be departing **Clear Channel T40** KKRD/Wichita to begin a new career in the insurance industry (rumor: **Jack Oliver** now has a new whole life policy...). Expect APD/MD **PJ** to take over her shift while the station searches for a replacement for Collins.

Lava Baby add of the week: WZKL/Canton! It's also on WCIL and WPPY. Check out **"Sex Junkie"** today! **Liquid 8**

THE FUTURE AIN'T WHAT IT USED TO BE! Conclave 2003 returns to the Marriott City Center Hotel/Minneapolis on July 17-20th. Special tuition is only \$299! For more information and to register now for the 2003 Conclave Learning Conference, call 952-927-4487 or visit the website at www.theconclave.com.

Ingstad oldies KVMI/Fargo has completed its move from its 96.7 Class A facility, to its new position as a Class C3 signal at 103.9 FM. 96.7 is now dark, while the oldies format has moved to the new dial position. Meanwhile, sister station (former '80s outlet) 100.7 KGBZ has switched to a smooth jazz format, from **Jones** satellite networks. While some market insiders had believed the jazz format to be a stunt, it appears to be official as the station has also launched a new website at www.fmbuzz.com.



Bon Jovi

misunderstood

R&R CHR/Pop **34** | R&R Hot AC **20**

ADDED KBEA, KZZO, WBMX, WOMX!

Kaci's new single is called **"I'm Not Anybody's Girl"**, and it has just been added at WCIL! It's on the soundtrack (and movie trailers) for *View From The Top*. Watch for her video! **Curb**

WIZM-FM "Z-93.3" PD **Jeff Nixx** checked in with *The TATTLER* this week, to announce the success of the annual "Polar Plunge" event. The six-station LaCrosse, WI **Mid-West Family Stations** group has hosted this event to benefit Special Olympics for five consecutive years. All six stations broadcast live from the banks of the Mississippi River, where over 1,100 listeners turned out to literally plunge into the freezing waters. The jumpers were able to raise \$120,000 for Special Olympics, and a nice boost in sales for cold remedies in the LaCrosse area!

Radio One's urban KKBT/Los Angeles nine year VP/GM **Nancy Leicher** has announced she will step down to relocate to San Diego with her husband. Leicher, a 30-year sales/management veteran, says she will remain with KKBT until a successor is named.

Hey rockers, check out **Presence!** The cd-pro is on your desk, and these Florida-based rockers will be making waves at rock, active, and alternative with adds 3/17. **"Tonz of Fun"** is the lead track. **Curb**

Skywind Add of the Week: KSHE/St. Louis!

Jerold "Action" Jackson, PD of **Cumulus** urban WDAI (98.5 Kiss FM)/Myrtle Beach, SC is the new PD of sister WDZZ/Flint -- which has flipped to a gold-based Urban AC. He replaces **Chris Reynolds**, who's now PD of WBLK/Buffalo. WDZZ afternoon driver **Yvonne Daniels** moves to middays. Night jock **Mike Chaz** exits. At WDAI, MD **Kenya Cabine** has been installed as interim PD. Former Kiss air personality **Ced Lover**, who left Myrtle Beach last week, is now the afternoon talent at Regent CHR/Rhythmic WRCL (Club 93-7)...WDZZ's prime competition!

Changes. **Leighton Enterprises'** St. Cloud KNSI morning producer/webguy/KZPK part-timer **Scott Bryant** is exiting the station, to assume duties with KMWB-TV/Twin Cities (Channel 23) in the traffic/production department...The annual Cities 97 (KTCZ) "Bed Race For Bridging" just raised over \$31,000 for Bridging, Inc, a Twin Cities nonprofit providing for the homeless in transition. The annual event involves listeners sliding down the tubing slope at Buck Hill ski area on a vinyl covered mattress to raise money for the charity, and also featured a live concert for participants featuring **Rhett Miller** and **Sister Hazel**...The syndicated **"Bob and Brian"** show from Milwaukee is being replaced by a local show on heritage rocker WAPL/Appleton...**Mancow Mueller's** "Morning Madhouse" picks up a new affiliate in "103.5 The X" (WXLT/Carbondale).

Natalie Grant has another great week at A/C, adding WLTE, KRTI, WAHR, KXLY, WTVR, KJOY, WDOK, KTRR, WPTI, KLLT and more to the ever-growing list of believers in **"No Sign of It."** **Curb**

SKYWIND LAMHAJ

ADDED KSHE!!

WJJO!!! KDAM! WDRK! KIBZ! WHMH!

TESTS, SPIKES & SPECIALTY

KICT WLZR KUPD WIIL KAZR

Atomic K

The *TATTLER* sends its deepest condolences to family and friends of longtime Iowa State University football and basketball voice **Pete Taylor**. He died at the age of 57 Wednesday (3/5) in Iowa City of complications following a stroke. Taylor, the Associate Athletic Director at Iowa State University, was also a four-time Iowa Sportscaster of the Year.

Indiana-based owner **Marty Pieratt** is now suing **Susquehanna** as their battle over the "Eagle" moniker in Cincinnati heats up. Pieratt is seeking a cease-and-desist order to force Susquehanna Country WYGY ("Eagle 96.5") to stop using "Eagle" in its moniker. Pieratt-owned Country WSCH, which is licensed to Aurora, IN but is strong in the Cincy metro, had been previously using the "Eagle Country" moniker. The two sides have been unable to come to an agreement on the usage of the moniker. Stay tuned for a resolution.

Congratulations to Country KTTS/Springfield, MO PD **Brad Hansen** and staff following the station's fundraising efforts to benefit St. Jude's Children Research Hospital. The station raised a whopping \$113,640 during their radiothon, an all-time high! In other successful St. Jude's fundraising news, **Infinity** Country KFKF/KC held their annual radiothon last week (2/27-28) at the Metro North Mall, raising over \$218,000 and exceeding last year's total.

In Cleveland, **Radio One** has named **Kim Johnson** its new Program Director for its urban cluster, including WZAK, WENZ, and WJMO-AM. She replaces "**Hurricane Dave**" **Smith**, who exited last month. Johnson has also named **Bobby Rush** as MD for WZAK, a position he has held in the past with the same station! These appointments are effective immediately.

Hot A/C should be on the lookout for **Plumb** (who's really a lady...no, really!!). "**Real**" adds in a few weeks (3/31), but you don't have to wait. **Curb**

At **AAA Entertainment**/Bloomington, IL, WIHN PD **Jon Norton** exits to join crosstown noncomm jazz 89.1 WGLT as GM. In the transition, WIHN APD/MD and Conclave Talen'Trakker **Ben Stone** gets his official PD stripes for the active rock station!

Lava Baby
"Sex Junkie"

ADDED WZKL!

WVYB 60x! KZMG 35x!

WXYK 21x! KSXY 19x!

LIQUID RECORDS & ENTERTAINMENT

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ain't what it used to be
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Tuition \$299!
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AAA WTTS/Indianapolis PD **Brad Holtz** reports that the station has teamed up with the **Bands of America** organization, the Indianapolis Symphony Orchestra and Indianapolismusic.net to create "WTTS Band Together." This charitable organization is collecting donations of cash and gently used instruments to benefit local school music programs in Central Indiana. March is "Music in our Schools Month" and WTTS is also holding a series of free concerts throughout the month to collect donations.

Changes, too. Former **Milwaukee Radio Alliance** GM **Dan Manella** joins **New Wave Broadcasting** as VP/GM of the company's Honolulu cluster...**Journal Broadcast Group** has named **Robert Grossman** Director of Sales for its Wichita cluster, leading the sales teams at KFDI, KFTI, KFXJ, KICT, KMXW and KYQQ...Michigan public radio host **Todd Mundt** is ending his nationally syndicated talk show in June to move to sister PBS affiliate WFUM-TV/Flint for hosting duties...Top 40 KWIN and KWNN/LODI, CA APD/PM driver **Keola Lui-Kwan** segues to T40 KCHZ/KC in the night slot, effective Monday (3/17).

After no less than two years in the works, The **University of Minnesota Board of Regents** college/alternative KUOM "770 Radio K" gains a share-timer signal with St. Louis Park High School's 8-watt 106.5 KDXL. 106.5 KUOM-FM will occupy the signal from 4:30pm to 8am weekdays (and all weekend and summer), while student programming from the high school broadcast program is on the air during weekday school hours. KDXL is one of the original "low power" signals, and has been on the air (originally at 106.7) since the 1970's. Its signal covers a sizeable portion of the Western Twin Cities metro area, given its small output power. Radio K's AM signal is a daytime-only operation, so the "Radio K" format will have an "over the air" signal for many new hours that had previously been heard as internet/online broadcasts only.

Jobs. Classic rocker KPFX/Fargo (107.9 The Fox) needs a PD. They're looking for someone who can manage day to day programming, delivering a solid airshift and production, and make the station the most visible in the market. Send your stuff to **John Austin**, Operations Manager/**Triad Broadcasting**, 2720 7th Avenue South, Fargo, ND 58103...Oldies KOKZ/Waterloo-Cedar Rapids needs a PM driver at once (because who ever heard of a PM driver who was needed "at twice")! It's the only Oldies station in the market and they're ranked #1. If you know and love oldies, remotes, the Midwest, and production send your package now. Must have two years on-air experience. T&R to Operations Manager, KOKZ, 514 Jefferson Street, Waterloo, IA, 50701...**Saga Communications** of South Dakota needs someone with two years full-time on-air and production skills. This position is primarily in production, but also includes a short air shift on Kool 98. Send resume, production samples, and aircheck to Kory Hartman, PD/Kool 98, PO Box 520, Mitchell, SD 57301 or email (MP3 okay) to koryhartman@santel.net... All jobs listed in *The TATTLER* are presented free of charge and represent equal opportunities.