

# THE MAIN STREET TATTLE R

Communicator Network

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Tom Kay - Chris Mozena - Brad Savage

Apparently, the nation is paying attention to how the media is handling war reporting – especially, radio. In an article published last week in *The Washington Post* (“For Broadcast Media, Patriotism Pays”), **Paul Farhi** portrayed an oh-so-careful radio and television industry when it came to appropriateness of war reporting. Consultant and Conclave Advisory Board member **Mike McVay** was widely quoted: “Get the following production pieces in the studio NOW: . . . Patriotic music that makes you cry, salute, get cold chills! Go for the emotion... Air the National Anthem at a specified time each day as long as the USA is at war.” Mike’s company, Cleveland-based **McVay Media**, published a “War Manual” for its station clients, and published on McVay’s website. He continues, “Make sure your hosts aren’t ‘over the top.’ Polarizing discussions are shaky ground. This is not the time to take cheap shots to get reaction . . . not when our young men and women are ‘in harm’s way.’” Mike’s comments were published in dozens of newspapers nationwide, with many taking his advice about ‘polar’ discussions to mean radio should stay away from covering protests. This morning, in *The Cleveland Plain Dealer*, McVay told reporter **Clint O’Connor** that his comments in the War Manual were taken by many in the media to mean that he was a “spokesman for squelching news coverage” of protests, telling his stations not to cover anti-war demonstrations. “The trouble is,” said O’Connor (of McVay), “he never did.” Said McVay of the countless interviews he’s done for Reuters, CNBC, NPR, etc., “They’ve edited out what they don’t want in print or on the air. They had a very specific agenda (to paint me as someone telling radio not to cover/mention protests).” Mike said he’d received a “lesson in modern journalism”, and admitted he’d gotten “equal hate mail from both sides.” The kicker, said McVay to O’Connor: “...I have a slight concern for my personal safety. The peaceful anti-war demonstrators are threatening bodily harm.”

Conclave rumor #1: **Jay Meyers?**



**Bart Millard** - lead singer for **INO/Curb's MercyMe** - fields questions on the WVRW/Nashville morning show. “**I Can Only Imagine**” was added at The River yesterday and is already the station’s #1 requested song!

In addition to the McVay comments in *The Washington Post* referenced earlier, several other consultancies issued statements about the war, and war coverage. The **Frank Magid** organization, noted TV advisors told the Post: “Covering war protests may be harmful to a station’s bottom line.” Certainly, assertions such as that credited to Magid didn’t sit well with those who’ve believed the media has downplayed war protest. Said **Adam Eidinger**, a Washington activist. “The anti-war movement in this country is far bigger than it was during the first few years of the Vietnam War, but you wouldn’t know it from the coverage. I think the media has been completely biased. You don’t hear dissenting voices; you see people marching in the streets, but you rarely hear what they have to say in the media.” So, what’s really to blame here? **Andrew Jay Schwartzman**, president of the **Media Access Project**, a public-interest law firm in Washington, told the Post: “What troubles me is that the most important part of the system of checks and balances in media coverage has been the diversity of ownership. With increasing concentration of ownership, if one or two big companies are using the same corporate-wide policy, or relying on the same consultants, there aren’t effective competitive forces to ensure alternative opinions.” Ah, yes – there’s the “C” word again. Consolidation now causes not just a lack of locality in media (see last week’s *New York Times* article on Minot, ND), but biased reporting, as well. Looks like the war won’t make the galvanizing issue of media concentration go away any time soon.

An interesting story continues to build with **MercyMe**. After just one or two spins, you’ll have the same response found in other markets, guaranteed: instant phone reaction. If you haven’t heard “**I Can Only Imagine**,” the song is a very positive sentiment for troubled times, and is reacting and selling EVERYWHERE. Rich Davis of WRVW has #1 phones and had no choice but to add the song after his spiked-airplay response. Similar stories are coming from KRBB/Wichita and KRBV/Dallas, among others. **Curb/INO**

**Hubbard Broadcasting’s KS-95/Twin Cities PD Leighton Peck** checked in with *The TATTLE R* this week to update us on the “KS-95 For Kids” radiothon pledge totals. While the station has announced a total of \$1,275,000 upon the event’s completion a few weeks ago, it turns out that the final totals were significantly higher, at \$1,362,000. Peck also noted that the event was actually ten hours shorter this year, despite this new record in pledges!

**KLZR**  
**WCIL**  
**WNDV**  
**WBLI**  
**WKSE**  
**KJYO**

**WFBC**  
**WPRO**  
**KRQQ**  
**WKRZ**  
&  
**20**  
**MORE!**

**THE HELL SONG**

**MOST ADDED!!**

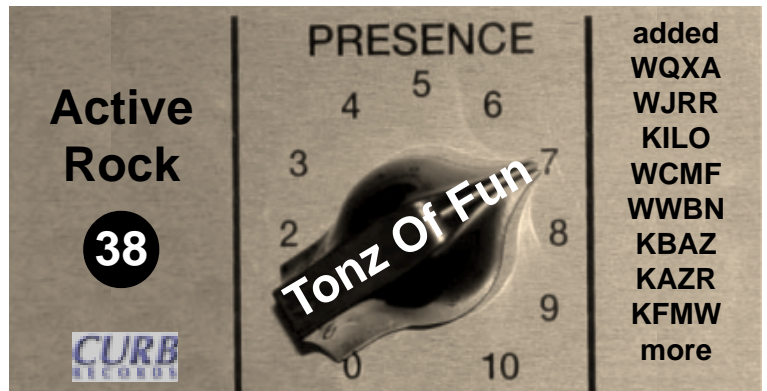
ISLAND



This week, the industry stepped aside from the war long enough to ponder the impact of new policies announced by **Clear Channel Communications**. First, Clear Channel told the world it will no longer work with commissioned independent record promoters when contracts with these indies (said to number 10) expire this year. The decision came after members of Congress, particularly Wisconsin Senator **Russ Feingold**, expressed concern over the longstanding industry practice of allowing commissioned independents the right to bill record labels for music added at their "client" stations. Said President/COO **Mark Mays**, the company has "zero tolerance for 'pay-for-play,' but (we) want to avoid even the suggestion that such a practice takes place within our company." He said the company will now start working directly with record companies on specific group-wide contesting, promotions and marketing opportunities. (Earlier this year, **Cox Radio** said it would do the same.) Another policy was more quietly advanced to Clear Channel programmers regarding independents shortly after the first policy reached their desks. *The TATTLER* learned that until the new policy (of no indies after the contracts expire) goes into effect, Clear Channel will not be allowing its programmers to talk with any independent promoters who are not their contracted indies. It's unclear exactly what the second policy's intention might be, other than to – as one indie told *The TATTLER* yesterday – enhance the value of contracted indies currently doing business with Clear Channel. Another indie contacted by *The TATTLER* expressed concerns that Clear Channel could be flirting with "restraint of trade issues" as the result of the new dictum. Many labels hire "independent" promoters to act as local and regional promotion reps for labels too small to hire full time staffs. What the role of these retainer indies (as opposed to commissioned, pay-by-the-station, indies) will play inside Clear Channel stations is unclear; the policy was only shared with Clear Channel employees yesterday. We'll keep you posted on developments.

**Sum 41** and "**The Hell Song**" is crossing to Pop with the same energy it burst onto alternative charts with (p.s. - its STILL bulleted there)! MOST ADDED in its debut week, it's beating the "Hell" out of the competition at KLZR, WCIL, and WNDV! Early airplay at WKRS/Scranton-Wilkes Barre looks great, moving 10-19x. **Island-Def Jam**

**Elizabeth Keeney** = The Minnesota Idol! Stations like KROC, KYBA, KEEZ, KMFY, KMXX, WJON, KDWB, WLTE, KOWZ, KDOG and more already know what the story is. Duluth is next! Watch *The TATTLER* for more details. **Liquid 8**



According to reports from this week's *Detroit Free Press*, long-time radio indecency gadfly **Jack Thompson** has set his sights on getting the FCC to revoke the **Infinity** license for WKRK/Detroit. The paper says that the Florida attorney known for crusades against Miami radio legend **Neil Rogers** and hip-hop entrepreneur **Luther Campbell's 2 Live Crew**, has written anti-indecency Commissioner **Michael Copps** with information that a segment of Wednesday morning's **Howard Stern** syndicated morning show discussing anal sex should be considered enough to allow the Commission leverage to revoke the license. Infinity's **Dana McClintock** reportedly told the paper that the company will respond "in due course."

Conclave rumor #2: **John Lund?**

*Changes.* **Midwest Communications'** rocker KRBR/Duluth "102.5 The Bear" has hired **D-Bach** for nights, formerly of KORB/Quad Cities (where he was known as "**The Mailman**")...Twin Cities market veteran **Jeff Butler** (who has spent time on air with WLOL, KTCZ, WRQC and more) is back on the air for weekends and swing at KQQL "Kool 108"...In cutbacks, WCCO/Twin Cities farm reporter **Don Wick** and meteorologist **Karen Filoon** have exited the station.

**Regent**/Evansville, IN makes some changes this week as Country WYNG moves down the dial from 105.3 to 94.9, displacing AAA WKRI. Meanwhile, the new station signs on AC as Lite 105.3 under existing OM **Mike Sanders**. The new station also picks up former cross-town WSTO PD **Dave Michaels** for afternoons. Expect a new PD and the rest of the air-staff to be announced soon!

Conclave rumor #3: **Carl Gardner?**

Legendary KIMN/Denver isn't letting the fact that they signed off some 15 years ago stop a party, as 2004 will be the 50th anniversary of station originally signing on! To celebrate the occasion, KIMN biographer **Maribeth Bell** is planning a documentary/historical piece on the history of the station, with DVDs being produced for all former KIMN staffers). She's currently attempting to track down all KIMN alumni for interviews for the piece. Maribeth will be in Denver on May 16th for a "reunion party" where folks can get interviewed for the piece. For more info, contact her at [info@lcslv.com](mailto:info@lcslv.com) or at (702) 492-7316.

**Feel** picks up a great new Hot AC add at KAMX/Austin, and continues its excellent story at Triple A and Hot A/C for “**Got Your Name On It.**” If there’s been a one-listen pop-alt song this year, this is it. Put your name (and call letters) on it! **Curb**

Conclave rumor #4: **Ginny Morris?**

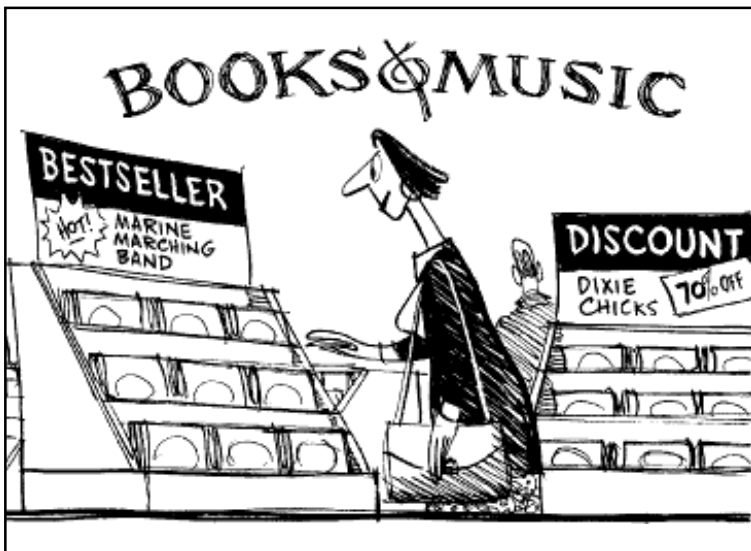
KWYR/Winner, SD PD **Don Watzel** checked in this week to let us know that KWYR has hosted its 3<sup>rd</sup> Annual St. Jude’s Radiothon this week, on Thursday and Friday. In the first two years, the station has raised nearly \$35,000 and Watzel promises to get us a total in time for next week’s *TATTLER*.

Congrats to the Conclave picture-taking, auction-room running (and all around good girl) **Faith Megna**. Faith has been named promotion coordinator for **Clear Channel**/Philadelphia stations WSNI and WJJZ. Faith has worked in sales for **Entercom**/Madison and promotions for Clear Channel/Wichita, and is married to Midwest radio guy **Tom Cook** (who is also currently a staffer at WSNI).

Conclave rumor #5: **Joel Denver?**

Who is **Layne Larson**, and what exactly is going on with her at KELO/Sioux Falls?

*Changes too.* **Clear Channel** Talker KOA-AM and Sports KKZN-AM/Denver PD **Don Martin** is heading to sister Sports XETRA-AM/KXTA-AM/Los Angeles as PD, joining finance **Robin Bertoluci** who heads programming for the CC/ Los Angeles AMs, effective Monday, April 28...WAYK/Kalamazoo and WAYG/Grand Rapids PD **Brian Nelson** returns to cross-town Christian AC WJQK/Grand Rapids beginning May 2. Brian will assume mornings/MD/APD duties... WHZZ/Lansing Afternoon/Prod Director **Mike Sinclair** exits the station...WPGU/Champaign overnighiter **Dana Lucus** is tapped for mid-days/local host of **Mancow’s Morning Madhouse** at Alternative WXLT/Marion-Carbondale, IL. Meanwhile, back at WPGU **Lotus** moves from mid-days to overnights.



**Presence** is becoming THE new name in rock, as “**Tonz Of Fun**” continues to score several more new adds this week. WQXA, WJRR, KILO, WCMF, WWBN, KAZR, KFMW, KBAZ have all come aboard, joining KXXR, WRIF, WWCT, WAAF, KIBZ, WQLZ, WKLQ and more! Watch this grow! **Curb**

Conclave rumor #6: **Elroy Smith?**

*The TATTLER* sends congrats to KVHT/Vermillion, SD PD **Randy “Hammer” Eichelberg**, who was named “Top 40 PD Of The Year” last week by *New Music Weekly*, a trade publication based in California!

**Theory of a Deadman** continues to see their story grow at Pop formats, and they’ve picked up KYYY/Bismarck this week! National airplay on “**Make Up Your Mind**” includes WYOY (30x-35x), WSSR (39x-34x), WDJX (28x-29x), KQMB (24x-26x), KFBZ (18x-23x). KALC (13x-21x). **Island-Def Jam**

Conclave rumor #7: **Mike McVay?**

Revered as the first PD in the country to ever add **Skywind**, active rocker KRRO/Sioux Falls PD **Cade** has adjusted his on-air schedule a bit. Cade informed *The TATTLER* that night goddess **Jen X** is now joining him as morning co-host, while the station’s PT/weekend and “Loud N Local” host **Eric** is the new night host.

**Natalie Grant** continues to dominate the A/C chart with her first single “**No Sign Of It.**” She’s been added to the playlists at WLTQ/Milwaukee, WJBR/Wilmington, WMXC/Mobile! **Curb**


Conclave rumor #8: **Alan Colmes?**

*The TATTLER* sends kudos to the entire staff of WJJY/Brainerd, which was selected as a recipient of a prestigious Crystal Award for community service at the NAB Radio Luncheon this week. GM **Mike Boen** says the tension was mounting as WJJY was announced 7<sup>th</sup> out of ten winners, from a list of 40 finalists for the Crystal. Presenting the awards (along with NAB President **Eddie Fritz**) was **Hubbard Broadcasting** GM **Ginny Morris**, whom Mike worked with at KSTP-AM in the early 1990’s. He says he wished luck to as the final three winners were to be announced, but this year KS-95 did not take home a Crystal. “They have been finalists now on three occasions and with KS-95’s commitment to community service, I’m sure they will be back again next year,” said Boen. Congrats to all award winners: KFME/Kansas City, KNOM/Nome, AK, KOIT/San Francisco, KOZT/Fort Bragg, CA, KPRS/Kansas City, KVAK/AM/Valdez, AK, WGMS/Washington, DC, WIBC/Indianapolis, WUGO/Grayson, KY and (of course) WJJY/Brainerd, MN.

Oh...oh, my...**O2!** Coming soon...

Conclave rumor #9: **Miguel Tejada?**

"MAKE UP YOUR MIND"



R&R HOT AC **35**  
 ADDED KYYY!  
 WYOY 35x!  
 WSSR 34x!  
 WDJX 29x!  
 KOMB 26x!  
 KFBZ 23x!  
 KALC 21x!

**ROADRUNNER**  
 R E C O R D S

*Changes 3.* Alternative WGRD/Grand Rapids morning man/ Imaging Director **Dave Justus** exits the station but the rest of the morning show remains intact with **Stephanie & Michael** in the Morning...Alternative WZZN/Chicago has hired **David Hagen** as morning news anchor for **Brooke & Jill** Morning Show. **Brian "The Whipping Boy" Paruch** will still remain with the station and show. Hagen was previously News Director at **Clear Channel's** WWDC/Washington...**Entercom's** WBZU/Madison has announced that former WIAL/Eau Claire talent **Ben Olson** will assume the midday shift...research and ratings company **Eastlan** has reportedly inked deals for a yearly spring book with several new markets, including Marshalltown-Newton, IA ...WQCY/Quincy, IL PD **Taylor J** has announced he will head downriver to the Lou for the MD post at **Clear Channel's** Top 40/Mainstream KSLZ/St. Louis, she begins on Monday (4/21)...WZEE/Madison weekender **Kobe** (aka **Danny Hendrix**) has announced he is leaving for KOMG/Springfield, MO for Imaging/nights...**Salem/Chicago** has named **Greg Vogt** as its new GSM, Vogt was previously serving in a similar capacity for **Susquehanna/KC**...**Eagle Bluff Enterprises** has sold KBMV/Birch Tree, MO to **Bob Knight** for a reported \$175,000...**Woodward Communications** picks up Classic Hits (Class A with a CP to upgrade) WECB/Seymour, WI (Appleton-Oshkosh) for a reported \$1.75 million from **Brooker Broadcasting**.

*Jennifer Garner sighted in KC?* (Well, not exactly!) But she did call in to Top 40 KCHZ/KC's recent "Z95.7 Find A Celebrity, Get Me Out Of Here!" promotion which pitted listeners against one another to see who could get the biggest celebrity to call in on their behalf. The winner received a trip for 2 to London! Apparently, just as the contest was winding down, *Alias* star (and recently singled) **Jennifer Garner** called and sealed the deal for a KC friend. The station also donated \$500 to the charity of Ms. Garner's choice, the Women's Cancer Research Fund.

Conclave rumor #10: **Bruce Springsteen?**

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*Jobs.* WLXT "Light 96" in Petoskey, MI seeks a Morning Host/PD for a 100,000 watt, heritage A/C leader. Applications accepted through 4/19/03 to **Phil Orth** at [porth@106khq.com](mailto:porth@106khq.com), or via mail at PO Box 286, Petoskey, MI, 49770...**Midcontinent** Active rock KRRO/Sioux Falls needs weekend/part-time rockers (you must rock full time in your personal lifestyle). Send package to PD **Cade**, 501 S. Phillips Ave, Sioux Falls, SD 57104...**Radio One's** Rhythmic KTTB/Minneapolis is searching for a part-time overnighiter. Rush your CDs and resumes to: KTTB-FM, Attn: **Dusty Hayes**, 5300 Edina Industrial Blvd. #200, Edina, MN 55439...**Infinity/Columbus, OH** has a rare opening for a OM/PD! PD for rocker WLVQ and OM for all (3) Columbus stations. Rock experience preferred. Get your materials, including station composite and ratings info to: Infinity Broadcasting, Attn: **Charley Lake**, 2 Nationwide Plaza, 10<sup>th</sup> floor, 43215...WOW-WKLJ/Sparta, WI is searching for a News Director to lead, dig and teach! Get your materials to: WOW, Attn: **Jeff Harvey**, 113 W. Oak St., 54656 or email at [jeff@cow97.com](mailto:jeff@cow97.com)...WAYK-WAYG/Grand Rapids, MI is in need of a drive-time PD! For more info, email **Rich Anderson** at [Rich@way.fm](mailto:Rich@way.fm)...All positions listed in *The TATTLER* represent equal opportunities and are presented free of charge.