

# THE MAIN STREET Communicator Network TATTLE R

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

**THIS COLLEGE CAMPUS WILL ROCK IN JULY!** The Conclave announced the 2003 Conclave College agenda, and it's a good'un! The Conclave College has become one of the "tiffany" features of the summer Learning Conference, a time to return to basics in world where complexity seems to rule! Once again, the Conclave College is presented by the **All Access Music Group!** Here's what's on tap for Thursday, July 17, 2003: 1 PM: **Mike McVay**, President, **McVay Media**. Will Mike bring something entirely new and different to kick off this year's college? Will it make your head spin with new possibilities for you and your station? Expect it! 2 PM: "Marketing On A Budget" with **John Lund**, President of **Lund & Associates**. Lund will help your station market itself without sacrificing your valuable financial resources. From establishing a personal bond between the audience and your station to generating additional sales revenue, John will cover it all. 3 PM: "The Physiology of the Listener" with **Dr. Perry Buffington**, author and media personality. Why do your listeners listen to you? Buffington will teach his well-researched methods in his quest to show you how to reach more listeners by understanding the aural process! There will be plenty of humor in Dr. Buff's presentation! 4 PM: Conclave College Super Session; "The Future Ain't What It Used To Be!" **Joel Denver**, President, All Access Music Group moderates this all-star faculty as they ponder the future they might have projected 5 years ago, while examining the reality their forecasted future has become. Expect fresh predictions for the industry from **Clear Channel VP Jay Meyers**, **Journal Communication** President of Radio **Carl Gardner** and **Hubbard Broadcasting's** President **Ginny Morris!** The Conclave begins with Conclave College on Thursday, July 17 and continues to Sunday, July 20, 2003 at the **Marriott City Center** in Downtown Minneapolis. Early-bird tuition is only \$299 through May 31, 2003...the best damn bargain in the industry! For more information and to register now for the 2003 Conclave Learning Conference, call 952-927-4487 or register on-line at [www.theconclave.com](http://www.theconclave.com). If you care about YOUR future, this is a Conclave you cannot miss!

**Layne Larson** is showing BIG airplay and BIG reaction in the region, and she's just been at radio one week! "**Wait For Me**" is a distinctive ballad that is already getting reaction at KKRL/Carroll, KQKY/Kearney (says Mark, "Definitely an Oh Wow record!"), WWAX/Duluth, KELO/Sioux Falls, and more! It should be on your desk now; audition it, and then see if you can think of anyone in your audience this sensitive lyric might relate to! **Stockinrock**



**R&R active rock 32**

Added WCMF, KWOD, KEGL, On KXXR, WRIF, KQRC, KROC, WAAF, WLZR, WJJO, KIBZ, KFMW and more.

**CURB**

**Madison Winter Book.** **Clear Channel** T40 Z104 moves back into the market's lead chair. WZEE 7.3-8.5, WWQM 8.1-7.6, WMGN 7.9-6.7, WJJO 5.4-6.6, WIBA-FM 8.1-6.2, WBZU 3.0-5.3, WMMM 4.8-4.6, WMAD 2.9-2.5, WTUX-AM 2.7-2.3, WTDY-AM 2.9-2.3, WCJZ 2.3-2.0, WKPO 1.8-2.0, WTSO-AM 2.2-1.8, WDMP 1.1-1.5, WJVL 0.5-1.5, WPDR-AM \*\*-1.0, WSJY 1.8-1.0, WTLX 0.5-0.8, WEKZ \*\*-0.8, WDDC 0.5-0.5, WNNO 0.5-0.5, WTMJ-AM \*\*-0.5. Quarterlies found in this *TATTLE R* are 12+ persons, M-Su, 6A-mid, Fall 2002 – Winter 2003 comparisons. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

**Liam Lynch** is a classically-trained musician whose fun anthem "**United States Of Whatever**" is getting spins on KIIS/Los Angeles, WIOG/Saginaw, WLAN/Lancaster and more. It's been a charted hit at alternative! **S-Curve**

It's been another big week for **MercyMe** as "**I Can Only Imagine**" scored new adds at WXYK/Biloxi, KSMB/Lafayette, WGYL/Ft. Pierce, WCRZ/Flint, KOSI/Denver, KISC/Spokane, KTDY/Lafayette, and WMXC/Mobile. At **Clear Channel's** WRVW/Nashville, it's #1 and nothin' else is close: 66x-74x!! All it takes is one spin in weekday AM drive...or PM drive...or middays...or evenings (but please don't test it in overnights; it tends to make cab drivers pull off the road, which tends to cut cume in half...) **Curb/INO**

"We're proud to be from the same state as *THIS President!*" Congratulations to long-time friend of *The TATTLE R* (and the Midwest) – **John Grady!** Mr. Grady – who shared an office with the **Main Street** gang in the mid-80's as a member of the **Arista** pop promotion team – has ascended to the presidency of **Sony Music Nashville!** John comes to the position from a similar post at Sony-owned **DMZ Records**. Prior to DMZ, the pride of O'Neill, Nebraska was a principal inside the **Mercury/Island** country world where he broke artists like **Shania Twain**, while masterminding the incredible *Oh Brother Where Art Thou?* soundtrack. In an earlier life, John headed the promotion department of independent distributor, **Pickwick International** and began his promotion career as an **A&M** college rep (where he successfully talked *The TATTLE R* into adding the **Strawbs**, a move which helped quicken the end of *The TATTLE R's* long, but mediocre radio career). Grady succeeds **Allen Butler**, who exited the label a week ago. As President of Sony, John will oversee all aspects of operations for the Sony Music Nashville family of labels, which include **Columbia Nashville, Epic Nashville, Lucky Dog, Monument**, and **DMZ**.

**Midwest Communications** has parked the heritage Green Bay calls WGEE at its "hot talk" KXTP/Duluth, MN. Last week, KXTP changed its lineup but retains its "Radio X" slogan; the WGEE calls became available when Midwest flipped 1360 AM in Green Bay to another market heritage set of call letters, WTAQ.

**Plumb** has picked up a new add at KOSO/Modesto-Stockton. "**Real**" continues its strong dominance wherever it is played, including KFBZ/Wichita (Top 5 phones!!) and more! **Curb**



**Liam Lynch**

**United States of Whatever**

- WBCN 18x!
- WPBZ 45x!
- KITS 19x!
- WFNX 20x!
- WZNE 38x!
- WROX 31x!
- WWCD 24x!
- KROQ 25x!
- KIWR 9x!

**S-Curve**



Raising Hell: WIXX, WSNX, WIOG, KLZR, WIFC, WCIL, WNDV, KCLD, KOKY, KWYR, WWAX & more!!

The Hell Song

*The TATTLER* smells a stunt (but one which would make President Grady smile – see story above), as country KKCS/Colorado Springs morning hosts **Dave Moore** and **Jeff Singer** have been “suspended” for playing **Dixie Chicks** music. The station had banned their music after the recent witch-hunt against the group, and GM **Jerry Grant** admits that it’s been hard to “ignore the hottest group in country music.” Grant says the station has logged thousands of calls on the topic, with 75% of them in favor of once again playing the Chicks’ music. But he’s upset with the morning duo’s decision on how to bring the Chicks back onto KKCS airwaves. The team apparently “locked” themselves in the studio and played Dixie Chicks music for six hours straight! KKCS is also in the process of being sold to **Superior Broadcasting** for \$18 million.

**Presence** is making waves at rock and active, and alternative is next! “**Tonz Of Fun**” is impacting alternative NOW, and has picked up KWOD/Sacramento this week. At active, WCMF/Rochester and KEGL/Dallas come aboard, making it closer to closing out the panel! Their incredible *Rise* CD hits stores next week! **Curb**

The **NAB** saluted Midwest radio and TV broadcasters for their work in getting tornado and storm warnings out to the public during the devastating storms of the past week. Pres./CEO **Eddie Fritts** released the following statement: “We salute local radio and television stations throughout the Midwest for their life-saving storm and tornado warnings in recent days. Hundreds of lives may have been saved as a result of broadcast weather alerts, and stations are already organizing relief efforts to aid storm victims. Once again, broadcasters are demonstrating that local stations are a trusted lifeline to communities in crisis.”

If you’re a Minnesota radio broadcaster, you should be aware of **Elizabeth Keeney**. She’s been doing radio interviews, singing the anthem at Wild games (look what she’s done to THEIR careers!), TV appearances...and then goes home to her full-time teaching job. Elizabeth is the **NBC KARE 11** Minnesota Idol winner from last month, who won a recording contract with **Liquid 8 Records**. Her CD, sold exclusively at every Target store in Minnesota, has sold in excess of 6,000 copies and features the country single “**I Knew**” and the AC/pop single “**Down On My Knees.**” Support a regional hitmaker, and hometown success story!

Congrats to **Clear Channel** T40 KDWB/Minneapolis on winning a 2003 **NAB** “Service To America” award. GM **Dan Seeman** told *The TATTLER* that KDWB is the only radio station in the country that will be recognized with a Service To America Partnership Award, for its work with the University Pediatrics Foundation. KDWB will receive the award in ceremonies held June 9 in Washington, DC.

**Feel** is putting their name on the Top 40 format, where “**Got Your Name On It**” impacts NOW! The band is fun, sounds great live, and is touring constantly! Now, get ready to FEEL what Triple A and Hot A/C have known about for a few months already! **Curb**



Coming soon to Midwest Triple A and Hot AC:



**Midwest Family Radio's** LaCrosse T40 WIZM-FM (Z-93) has just concluded its wildly successful “Survivor: The Ion” contest wherein five contestants had to live in a Saturn Ion to win the vehicle. The entire ordeal was webcast live at [www.z933.com](http://www.z933.com), with video and audio from the car. PD **Jeff Nixx** told *The TATTLER* that the contest drove their website traffic up substantially, moving the site from about 2 millionth most visited site on the internet to in the 8,000<sup>th</sup> range! In a smart move for the station, the winner is required to keep the “Z-93” logo on the car for at least 93 days after the contest concludes.

**Kory and the Fireflies** ADD OF THE WEEK: “**For What It’s Worth**” on KKRL/Carroll. Thanks Drew and staff!! Don’t fret, radio...your copies will be sent shortly!! **Stockinrock**

On Monday April 28th, **Waitt Radio** moved its 50 kW Bellevue, NE AM station to 50th and Capitol in Omaha. The calls have changed from KKSC to the legendary Omaha call letters KOIL, and it’s now known as “KOIL Country 1020, Your Brand Of Country.” **JD Gibbs** stays on to host the morning show and assumes assistant PD duties under PD **Neil Nelkin**. The station plays classic country.

**THE FUTURE AIN'T WHAT IT USED TO BE!** Conclave 2003 returns to the Marriott City Center Hotel/Minneapolis on July 17-20<sup>th</sup>. 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](http://www.theconclave.com). And yes, there are a few rooms remaining at the Marriott City Center...

Could this radio station answer every parent’s prayer?? *The TATTLER* actually heard the following on an unnamed radio station’s hold circuit: “(Station) plays songs you can listen to with your children, without being embarrassed by them.” Wow! A song can do THAT??? We’ve all got kids who embarrass us from time to time, right? We gotta get those songs, and put an end to the embarrassment!!!

A special “get well” wish goes to WHTS/Quad Cities PD **Tony Waitekus**, who is recovering from successful surgery to correct a detached retina (ouch!!). Word is, Tony’s nearing the end of his doctor-ordered restriction to remain home and could return to work as early as this coming week. Get well soon, Tony!!

**Conclave fact #273: The Conclave now accepts all major credit cards, including American Express!** And you can register securely on-line through [www.theconclave.com](http://www.theconclave.com)! Give it a try!!

Haven’t had your voice heard yet on the subject of consolidation? Well, you are going have one more chance to address FCC Chairman **Michael Powell** if you live in the Midwest. Another media consolidation hearing including: Reps. **John Conyers Jr.** (D-MI), **John Dingell** (D-MI) and **Carolyn Cheeks Kilpatrick** (D-MI) will hold a Detroit hearing that is tentatively scheduled for May 19<sup>th</sup> at Wayne State University. We’ll try to have details in next week’s *TATTLER!*

# the Conclave

Learning Conference 2003

July 17-20

Minneapolis Marriott City Center

Tuition \$299 until 5/31/03!

<http://www.theconclave.com>

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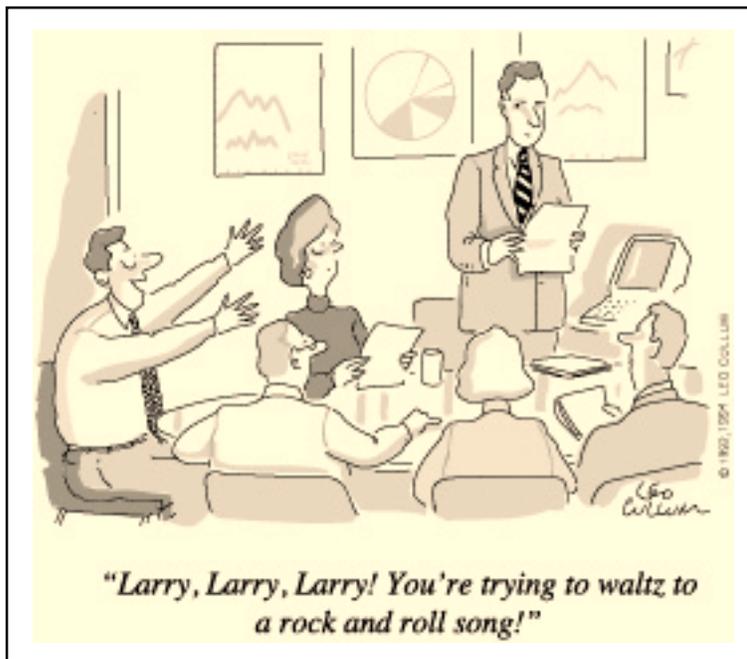
# The Future

ain't what it used to be

*What can you do to help the Conclave? Become a member of The Conclave Executive Committee!* This all-volunteer group helps suggest the agenda of each year's Learning Conference and TalenTrak. In addition, they suggest direction for the Conclave's many scholarship and outreach programs. Key areas of need for the Conclave in addition to those just mentioned: **Fundraising** (securing sponsorships, partnerships, etc.), **Marketing** (creating good PR, maintaining relationships with industry trades, etc.), and the **Internet** (Website maintenance, email blasting, etc.). Unlike Conclave Board membership, the Ex Comm has no minimum hourly contributions and attendance at Board meetings is not mandatory. Interested? Contact the Conclave's Executive Committee Coordinator, **Lester St. James** (PD, KEZO/Omaha) at 402-898-5316 or email, [lstjames@journalbroadcasting.com](mailto:lstjames@journalbroadcasting.com).

**Hubbard Broadcasting's** Talker KSTP-AM/St. Paul-Minnesota has announced it won't bid for Minnesota Twins baseball radio rights, according to reports from this week's *Minneapolis Star-Tribune*, who goes on to list longtime flagship WCCO-AM, **Clear Channel** Sports KFAN-AM, and **Minnesota Public Radio's** News WMNN-AM in the running for the next contract.

**Skywind** is getting ready for a region-wide assault on rock and alternative with their new single "Deep Blu", servicing next week! This song (like its predecessor "Lamhaj") just won the Cage Match for five consecutive nights at Minneapolis active rocker KXXR ("93X"), and the band is poised for a major tour this summer. They'll be doing clubs, festival dates, and radio appearances in the coming weeks. Watch for "Deep Blu" soon! **Atomic K**



*Conclave 2003 Partners.* These organizations are proud partners of the 2003 Conclave - **All Access, Arbitron, BDS Radio, BMI, Brown College, First MediaWorks, McGathy Promotions, Mediabase 24/7, Musictech, Premiere Radio Networks, Ratethemusic.com, Specs Howard School for Communication Arts, and Troy Research.** Next time you're in touch with any of these fine folks, take the time to thank them for helping make the Conclave possible!

The **Michigan Association of Broadcasters** has reported the 2003 inductees for the Michigan Broadcasting Hall of Fame, including: WOMC/Detroit morning legend **Dick Purtan**, **Saga** President **Ed Christian**, WKNX-AM/Frankenmuth-Saginaw, Specs Howard School VP **Dick Kern**, Central Michigan University Professor **Dr. Peter Orlik** and the late **Jerry Colvin** of Battle Creek's **ABC** affiliate WOTV (TV). They will be honored with the MAB's Lifetime Achievement Award in ceremonies to be held July 25<sup>th</sup> at Boyne Highland Resort.

Kudos to **Zimmer Radio Group's** Joplin, MO staffers who filled a 53-Foot semi-trailer with household goods to be distributed amongst the victims of last Sunday night's devastating tornado attacks. All items will be distributed via the American Red Cross and the Salvation Army. In addition, **Journal Broadcast Group's** Country KTTS/Springfield, MO OM **Brad Hansen** and his staff on came to the aid of those devastated by this week's storms, packing 40 ft. trucks with supplies and having them en route to devastated areas with in 72 hours of the first storm! They also raised just under \$55,000 in cash!

*Changes.* **Radio One/Indianapolis** makes some adjustments as WTLC ups MD **Garth Adams** to APD; meanwhile WHHH mid-day personality **JJ** adds APD stripes and former longtime KKDA/Dallas mid-day host **Big Baby Kenny J** joins the WHHH crew for afternoons...following her return to the station in the 10pm-Midnight slot earlier this year, **ABC** Talker WLS/Chicago has inked host **Deborah Rowe** to a new five-year full-time deal...Christian WAYK/Kalamazoo and WAYG/Grand Rapids MD/mid-day host **Heather Erbe** moves from mid-days to afternoons to fill a vacancy left by PD **Brian Nelson** following his departure for cross-town WJQK.

The rumors surrounding WJJO/Madison MD **Blake Patton's** alien abduction have been greatly exaggerated. He is back in the saddle and doing great!

*Changes Too.* **Sync and Spot Images** founder and co-owner **Melisa Goh** has joined non-comm WBEZ/Chicago as new media editorial assistant...former WMAY/Springfield, IL host **Bob Murray** crosses town to join Talker WTAX as morning host, replacing **Donald Jackson** who left back in February...former KQKQ/Omaha late night talent **Tricia** is heading to **Clear Channel's** T40 in Salt Lake City for part-time/swing at the station...congrats to former Energy 92-7&5 PD **Chris Shebel** on his new position as OM at **Clear Channel/Raleigh** for Top 40 WDGC an classic rock WRDU.

The FCC issues several fines this week, including a \$12,000 citation for ham operator **Scott E. Kamm** of Sioux City, IA for intentionally interfering with other stations and for playing music on his ham station.



# Plumb

## "Real"

### R&R

### New & Active

### Added KOSO!

**Wal-Mart** adds **SkyFi!** **Delphi** inks a deal with the retail giant to sell its full line of **XM Satellite Radio** receivers at 2,100 Wal-Marts nationwide. And, a few weeks ago, XM announced that it met its Q1 goal of over 500,000 subscribers. (If you don't think this is radio news, you really need to be at the Conclave in July!)

*Changes 3.* **Starradio's** Top 40 WQCY/Quincy, IL GM **Mike Moyers** has reportedly flipped the station to 80s as "MY1039" under PD **Quaid**...Top 40 WTCF/Saginaw welcomes new PD **Steve Duncan** to the station, from the PD post at Country WFBE/Flint...former KGKS/Cape Girardeau, MO talent **Roger Price** joins **Clear Channel** Country WDDD/Marion-Carbondale, IL for afternoons, replacing the exiting **Dale Hinton**...Christian KTLI/Wichita has welcomed **Michelle Rae** to mid-days...WGN/Chicago has added an hour to **Lou Manfredini's** "Mr. Fix-it" show on Sundays, displacing **Charlie Potter's** "The Great Outdoors," which will be incorporated into other programming, according to reports from the *Chicago Sun-Times*.

**Alan Skinner** has launched a tribute site for **Radio One** Top 40 WGTZ (Z-93)/Dayton, OH at [www.alans613.com/Z93history.html](http://www.alans613.com/Z93history.html). The site chronicles events that have occurred at the station since its 1984 debut, as well as "Where Are They Now?" profiles of Z-93 jocks.

*More Changes.* **Starboard's** deal to buy Talker WJOB-AM/Hammond-Gary, IN for \$3.25 million has reportedly fallen through and the troubled operation is back on the block...**ABC** Talker WLS/Chicago has inked **Jay Martin** to a six-year renewal. Marvin co-hosts the 9-11a show with **Eileen Byrne** and also anchors the Chicago PM newsmagazine 6-7p weeknights with **Jim Johnson** and **Bill Cameron**...Sports WQSN/Kalamazoo has added **Bob Simonson's** regionally syndicated "Huge Show" for afternoons, with PD **Ryan MaGuire** moving from afternoons to mornings. The station is also adding parts of **Fox Sports Radio's** **Mark Patrick** and **Tony Bruno** shows and **ESPN's** **Gamenight** to the lineup...

Oldies 93.3 KIOA/Des Moines has announced its charity golf tournament in conjunction with Lowe's Home Improvement. The event will be held June 6 in suburban Des Moines, with all proceeds to benefit the Heart Connection Children's Cancer Programs.

Minnesota Governor **Tim Pawlenty** is recommending a 25% to 35% cut in state budgets for public radio and TV broadcasting. He's not the only lawmaker looking at public broadcasting budgets. Nebraska is looking at similar cutbacks, and Oregon Governor **Ted Kulongoski** is looking at a plan to completely defund Oregon Public Broadcasting. Careful Guv - you're messin' round with **Garrison Keillor's** territory, and you know what happens to politicians who mess with Garry, right??? (Just ask Senator **Norm Coleman**...)

*Congratulations.* To WFHM/Cleveland MD/Promotions Dir. **Steve Brown** and his wife, **Julie**, on the birth of their 2nd boy, **Aidan Michael**...WJJO/Madison PD **Randy Hawke** on his upcoming nuptials (5/24)...**Spitfire Records'** promo stud **Tom "Smitty" Smith** and his wife **Leslie** who welcomed **Shania Jacklyn** into this world this week.



THE MINNESOTA IDOL VISITS ROCHESTER IDOLS!  
Liquid 8's Elizabeth Keeney visits with KYBA/Rochester's Brian Cole and Donna Schmidt! Arriving at AC radio this week: "Down On My Knees"!

*Even More Changes.* KRTI/Newton-Grinnell APD/MD/Afternoon **Tim Graves** informed *The TATTLER* that "Energy 106.7" has launched its brand new website this week; visit [www.energy1067.com](http://www.energy1067.com)...A/C WJMC/Rice Lake, WI (1240 AM) is adding talk shows in the afternoon to its lineup, including **Bill O'Reilly** and **G. Gordon Liddy**...**Starboard Broadcasting's** 92.9 WYNW/Biramwood, WI is on the air, relaying 93.9 WDVM-FM/Nekossa, WI with its network known as "Relevant Radio"...**Midwest Communications'** "Radio X" (970 AM) hot talk format in Duluth has dropped "**Don and Mike**" and **Phil Hendrie** in favor of conservative talk shows from **Salem**, and has changed call letters from KXTP to WGEE. The WGEE calls are from a sister station in the Green Bay market, where 1360 WGEE recently changed calls to WTAQ...congrats to former KLIZ/Brainerd Afternoon **Mark Krier**, who has landed as morning host at Hot A/C "KQ-102" 101.9 KQKK/Walker, MN.

**NextMedia** has announced that it will sell suburban Chicago Hot AC WJTW (93.5 FM) to **HBC** for around \$21 million. WJTW, licensed to Joliet, just completed a power upgrade which moved the tower closer to Chicago, and allows its signal to cover more of Chicagoland. Meanwhile, NextMedia GM **Dennis Mockler** hinted to the suburban *Herald News* that his group is interested in purchasing another station, and that "an offer has been made for another property." Last week, NextMedia sold north-suburban talker WAIT to **Newsweb**.

*The Last Changes.* **Bonneville** Mod A/C WTMX/Chicago has debuted a new nightly "**Eric and Kathy** Primetime" show, hosted by night jock **Ronnie Alexander** and featuring highlights from that morning's show...Congrats to WBN/Flint MD **Tony LaBrie** on adding APD duties...WGER/Saginaw PD **Jim Johnson** is named PD of country sister WCEN, and former WKCQ/Saginaw night jock **Keith Allen** is WCEN's new MD/afternoon...The new OM at **Infinity/** Columbus is **Dave Cooper**, most recently PD at KLSX/Phoenix.

*Jobs.* **Infinity** Top 40 KMXV/Kansas City, MO needs some smooth weekenders that can be team players. Get your best stuff to: KMXV, Attn: **Jana Sutter**, 508 Westport Rd., Suite #202, 64111...**Clear Channel** Country WGAR/Cleveland, OH is looking for a second person to join **Jim Mantel** for wake-ups! The new hire will act as producer and co-host of the show. Rush your T&Rs to: WGAR, Attn: **Meg Stevens**, 6200 Oak Tree Blvd., 4th Floor, 44131...**Radio One's** T40 WDJX/Louisville, KY is searching for an MD/air-talent ASAP! Get your packages to: WDJX, Attn: **Shane Collins**, 520 S. 4th St., 40202...The **Robert Ingstad Broadcast Group** is taking applications for Market Manager for their ten station cluster in southwest Kansas. Send resume to **Mark Swendsen**, Robert Ingstad Broadcast Group, Box 1197, Pierre, SD 57501...All positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.