

THE MAIN STREET Communicator Network TATTLE R

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

In the midst of FCC votes and terror alerts, here's an important radio story. As you may have heard, New York Giants' coach **Jim Fassel** was reunited with a son he and his wife gave up for adoption 34 years ago. That story spawned quite a few phone calls to KEZO/Omaha's morning team of **Todd & Tyler** from listeners who wanted to share their own "re-united after an adoption" stories. None of the stories could have prepared anyone for what was about to happen, though. Todd and Tyler took a phone call from Jill, who told the team her husband, Brendan, had been looking for his biological mother for years. She said that they knew her full maiden name as well as the name of his father but so far in their search, they'd run into dead ends. She gave the name of the biological mother and father and mentioned that they graduated from Northwest High School sometime in the middle 70's. A few minutes later the woman Jill had named (Janet) phoned the show and said that she may be the mother they talked about. After confirming a few details, the KEZO crew was convinced it was her. Shortly after, Brendan called the show and a mini-reunion took place over the phone. Todd and Tyler then invited both Brendan and Janet to the studio. There, the reunion happened amidst various "this is amazing!" and "I can't believe it!" comments. Janet found out that her son is married and they have two children, which made Janet a new grandmother! Brendan found out that he has a brother and sister, with his brother joining everyone in studio! Janet's ex-husband Jerry, (Brendan and his brother's biological father) also joined the studio reunion! After 27 years of separation and almost that much time spent searching for his mother, Brendan discovered it just took one phone call to the Todd and Tyler show to reunite him with his birth family. The moral? The next time someone tries to downplay the importance of LOCAL programming, tell them this story!

MercyMe's add report requires a scorecard for multiple formats again this week! In CHR, add WDJX/Louisville, WAEB/Allentown, KQKY/Beaumont, WKRZ/Wilkes-Barre to the list. In A/C, it's been added at WRSA, WJKK, WJBR, WSRS, WRSN, WMYI, WTVR and more. "I Can Only Imagine" is showing #1 callout in females 18-34 at **Rich Davis'** WRVW/Nashville. **Curb-INO Records**

Liam Lynch scores a CHR believer with KQKY/Kearney coming aboard with 19 spins for the attitude-laden "United States of Whatever." Lynch is a talented, classically-trained musician who has studied music under **Paul McCartney**. Other spins are coming from WIOG, KIIS, WWDX, KIWR, KRBZ, WWCD, WZZN and more! **S-Curve**

Touched by the KEZO story to the left? Here's another. **Tribune's** Talker WGN/Chicago mid-day host, and former KDWB/Minneapolis morning guy, **Steve Cochran** closed last Friday's (5/16) show with an emotional real-life story, his own. Cochran, who was apparently adopted at birth, told listeners that he had recently found his birth parents and, while his birth father had passed away a few weeks before he could find him, his birth mother turned out to be a listener and fan of his show. The host also described finally meeting two sisters he never knew he had, one of whom had worked next door to WGN's Tribune Tower studio and had walked past Cochran doing his show in the street-level showcase studio on Michigan Avenue every day.

Conclave reveals the secrets of making a Radio Star! Nurturing and developing talent can be one of the biggest challenges a program director faces, but did you know that programmers can help "raw talent" to become a star? Want to know how? Join International radio and television consultant **Valerie Geller** in one of the Conclave's most unique sessions ever - "How To Make A Real Person into a Radio Star" - on Friday, July 18th, at Conclave 2003: "The Future Ain't What it Used to Be" at the Marriott City Center Hotel in Minneapolis. Valerie, President of **Geller Media International** will be joined by **ABC Radio Network's Liz and Julie Dolan**, two members of the Network's syndicated show "The Satellite Sisters." Rounding out the faculty will be the **Discovery Channel's** Emmy Award winning host, **Christopher Lowell**, proprietor of "The Christopher Lowell Show" - the highest-rated daytime program on the Discovery Channel! Geller has consulted over 500 radio and television stations in 27 countries over the past ten years. With more than 30 years of broadcast experience, she is also a noted author of two books about radio: "Creating Powerful Radio" and the "Powerful Radio Workbook." Liz and Julie Dolan are two of five sisters who's ABC Radio Network's show runs each Saturday morning from 9 AM until Noon, EST. The Satellite Sisters Program offers the "sound of friendship" to its listening audience focusing on the female perspective in matters ranging from public education reform to what to wear to an ex-boyfriend's wedding. And Lowell mixes practical advice with infectious enthusiasm to promote his concept of "stress-free, pre-coordinated solutions for the home." He's launching a radio version of his popular TV show. Find out how the Satellite Sisters and Christopher Lowell -- without any prior radio experience -- developed into highly sought-after talents. This session promises to show you how you can make your personalities to be the best in the market, but only if you attend the 29th annual Conclave!

Presence has added some new believers to their corner with KCCG/Corpus Christi, KEGL/Dallas, and KORB/Quad Cities this week. *Rise* just hit stores on Tuesday and is poised to become one of the biggest rock debuts this year! **Curb**

AWRT (American Women in Radio & Television) is honoring **Emmis Radio VP Val Maki** with the AWRT Genii Award for excellence in radio on Wednesday, June 18th at the Beverly Hills Hilton. Val got her start at Emmis as a fledgling sales exec for 99.5 WLOL/Minneapolis (which is now a frequency belonging to **Minnesota Public Radio**).

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Conclave Rock Symposium
Moderator:
Bob Coburn
Rockline!
Friday, July 18
4:30PM

PRESENCE

R&R active rock 28

BUILDING CHART 30-25*
ADDED KORB, KEGL, KCCG
and more!

CURB

ADD: KQKY 19x!

Liam Lynch
United
States
of
Whatever

Chicago Book, Phase 1 Trend. The war allows **Tribune's** N/T WGN to hang on to their slim market lead. WGN-AM 6.1-6.0, WGCI-FM 5.9-5.8, WLS-AM 5.1-5.6, WBBM-AM 5.8-5.5, WNUA 4.6-4.6, WBBM-FM 3.9-4.0, WUSN 3.7-3.7, WVAZ 3.8-3.7, WLEY 3.4-3.2, WLIT 3.6-3.2, WJMK 2.7-3.0, WXRT 2.6-2.9, WTMX 2.8-2.8, WPWX 2.7-2.7, WDRV/WWDV 2.6-2.6, WLUP 2.7-2.6, WOJO 2.3-2.5, WKSC 2.3-2.3, WKQX 2.2-2.2, WFMT 1.7-2.1, WNND 1.9-1.9, WCKG 1.9-1.8, WSCR-AM 1.6-1.7, WGCI-AM 1.5-1.5, WZZN 1.5-1.5, WMVP-AM 1.0-1.0, WVIV-AM/FM 0.9-1.0, WIND-AM 0.7-0.8, WVON-AM 0.9-0.7, WZFS 0.7-0.7, WYCA 0.5-0.6, WCGO 0.5-0.5, WDEK/WKIE 0.6-0.5, WIIL 0.5-0.5, WNTD-AM 0.5-0.5, WRZA/WZCH 0.6-0.5, WCCQ 0.4-0.4, WLLI 0.5-0.4, WXLC 0.4-0.4. Spring Trends found in this *TATTLE* are 12+ persons, M-Su, 6A-mid, Winter 2003 – Spring Phase 1 comparisons, unless otherwise noted. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from Arbitron.

"Lots of phones!" "Positive early response!" That's what RADIO is telling us about newcomer **Layne Larson** and her incredible "**Wait For Me**." Her heartfelt story-song is getting rave reviews from KVHT, WWAX, KELO-FM, KQKY, KKRL and more. If you are looking for a strong, songwriting female artist who can stand out on your airwaves like **Norah Jones** did in 2002, check this out. **Stockinrock**

Last Friday's reiteration by FCC Chairman **Michael Powell** that the media ownership rule decision will come on June 2 drew a predictably negative response from the Commission's two Democratic Commissioners: South Dakota's **Jonathan Adelstein** and **Michael Copps**. Copps – in a fit of understatement - said "this is really disappointing." He then accused Powell of running "roughshod over the requests of the American people and the precedents of this Commission. This rush to judgment means that we will not fully understand the impact of the specific proposals on our media landscape before we are forced to vote. We are rushing to passage of new rules without letting the American people know who is going to own and control the public airwaves for years to come and without gaining the benefit of their input on what is being proposed." Meanwhile, Wisconsin Senator **Russ Feingold** called on Powell to hold off on the scheduled June 2nd decision on media cross-ownership, saying "these changes would move this country closer to a time when the media is dominated by a small number of national companies that are completely out of the reach of local ownership and control." Ironically, Feingold's Wisconsin is home to the Journal grandfathered consortium of radio (WTMJ, WKTI), TV (WTMJ) and newspaper (*The Journal-Sentinel*) in Milwaukee. (Intriguingly, a watchdog group - **The Center For Public Integrity** - says the FCC has welcomed industry-paid junkets since 1995. In a just-released report, the group says about \$2.8 million in trips paid for by communications industry companies in the last eight years - about 2,500 - have been taken by FCC officials. Said the head of CPI **Charles Lewis**, "The idea that the FCC can render an objective, independent judgment about media ownership is laughable.")

Plumb scores another big add at KSZR/Tucson this week. "**Real**" is gaining steam at Hot A/C each week and has the approval of many key stations including WKRQ, KSII, KHMx, and WMMX! **Curb**



Forget that OTHER Idol, this is the REAL DEAL: **Elizabeth Keeney** has been named the "Minnesota Idol" in conjunction with **Liquid 8 Records**, **Navarre**, and KARE-11 TV. Now, her regular airplay story is just starting to unfold in support of the CD *Follow Your Heart*. WWAX/Duluth and KQIC/Willmar have added the pop single "**Down On My Knees**" this week, along with several country supporters airing "**I Knew**." Available ONLY at Minnesota **Target** stores, and the **Liquid 8** website.

Detroit Book, Phase 1 Trend. N/T WWJ stays #1. WWJ-AM 6.0-6.0, WJR-AM 5.9-5.9, WJLB 5.8-5.6, WOMC 5.3-5.4, WRIF 4.7-4.6, WMXD 4.4-4.3, WNIC 4.1-4.1, WVMV 4.5-4.1, WYCD 4.1-4.1, WDTJ 4.5-4.0, WMGC 3.5-3.7, WKQI 3.6-3.6, WCSX 3.2-3.1, WDRQ 3.1-3.0, WDMK 2.6-2.9, CIMX 2.9-2.8, WKRK 2.4-2.6, WDVD 2.1-2.2, CKWW-AM 1.8-2.0, WDTW 1.8-2.0, WXYT-AM 1.4-1.6, WGPR 1.3-1.3, WDFN-AM 1.5-1.2, WMUZ 1.1-1.1, CIDR 0.9-1.0, WCHB-AM 1.2-1.0, WQBH-AM 0.7-0.8, WSAQ 0.7-0.7, CKLW-AM 0.7-0.6, WEXL 0.5-0.4, WHMI 0.3-0.4, WKKO 0.4-0.4, WWWW 0.4-0.4.

In a move that parallels his playing career, **Mychal Thompson** may move from Minneapolis – where he did color for the **Minnesota Timberwolves** – to Los Angeles, where he's been offered the vacant radio color commentary post for the **Lakers**. If he accepts the offer, he'll head in the same direction he traveled after leaving the **University of Minnesota** basketball team to become a Laker in the late 70's. And of course you know the Los Angeles Lakers had been the **Minneapolis Lakers** until 1957. Hmm...Minneapolis to Los Angeles? It must be something in our water...

Concert-viewing tip: you MUST NOT miss **The Blue Man Group** when they come to – or even, near – your town. With their performance, they move the bar upward - and perhaps, out of reach - for any and all other live acts. Ask your **Lava** rep to put you on the guest list. It'll make the selection of the **Dave Matthews**-sung Blue Man song "**Sing Along**" that much easier to program!

Changes. **Citadel** Active Rocker WKLQ/Grand Rapids has a new morning show: former KQBZ/Seattle morning duo **Ron & Don**...**Citadel's** WKQZ/Saginaw names **Jay Randall** (aka **Jason Miller**) APD/MD while **Lauren Davis** remains APD/MD of WILZ/WYLZ...former WXYT/Detroit financial show host and *Detroit News* columnist **Rick Bloom** has joins **Michigan Talk Radio Network** for a nightly financial hour 6-7pm, beginning Tuesday (5/27)...WXSS/Milwaukee moves **Van McNeil** to night host from 7p-midnight. He'd been helping with the **Michael Knight** morning show...**Richard Strong** is inbound from **Cumulus**/Lexington, KY for the Creative Director position at KALC/Denver, effective June 4th...former **Salem**/Twin Cities OM/PD and market veteran **David "D.C." Christian** has added part-time and overnight voicetracking duties at **Hubbard's** KSTP-FM ("KS-95"); and former Salem religion talk host **Tom Marsland** is picking up fill-in talk duties at Hubbard's KSTP-AM (1500).

The TATTLE sends it's deepest condolences to **MCA Records** VP/A&R **Marc Nathan** and his family on the passing of Marc's mother, **Jill Harriet Nathan**, earlier this week. Jill was 70 years old.

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Natalie Grant's unique "No Sign Of It" scores another nod at A/C with WWDE/Norfolk this week. Her success just keeps growing, with "no sign of it" letting up. **Curb**

Following **Journal Communication's** recent announcement that it intends to make an IPO of company stock, taking the partially-employee-owned company public for the first time, Journal now says that it may have violated some state securities laws by failing to register the sale of stock trust interests to employees without state registration, and, as a result, is offering to buy back up to \$11.2 million of units of the trust. The company says it registered the units with the SEC but thought it was exempt from state registration in California, Idaho, Louisiana, Maryland, Minnesota, Missouri, Nebraska and Tennessee.

Midwest radio tip: Look for "Summertime" by the region's hardest working rock band, **G.B. Leighton** to hit your desk in early June. Here's that seasonal anthem you've been looking for! Call us, if you want the **Liquid 8** advance!

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, thank them!



**"Come in. Take off your coat. Sit down.
I hate your record and I'll never play it.
Get up. Take your coat. Leave."**



Plumb

"Real"

R&R

40

Added KSZR!

Alan Colmes, co-host of the top-rated **Fox News** show "Hannity and Colmes" will provide the Saturday (7/19) Keynote presentation at the 2003 Conclave: The Future Ain't What It Used To Be" at the Minneapolis Marriott City Center! Colmes will make his keynote presentation at a time when his Fox News show continues to lead all other cable news programs while representing the smallest of minorities on the news/talk radio-TV circuit: a liberal host! The Colmes story: Alan got his start in radio covering the controversial Iran hostage crisis, and quickly graduated to WABC/New York as an overnight host. Within 2 years, he chaired morning drive. In 1988, he segued to WNBC's PM drive post, allowing him to grill the likes of **George Bush, Gloria Steinem, Jay Leno...** and **Jessica Hahn**, in the middle of the **Jim Bakker** scandal! In 1990, he helped form **Daynet**, the highly successful talk radio organization. In 1996, Fox News tapped Colmes to co-host the channel's prime time debate show with **Sean Hannity**. Since then, "Hannity and Colmes" has become one of the most watched programs on cable television! And Colmes has become the leading liberal amidst a sea of right-wing talk show hosts, tackling high profile celebrity guests on explosive topics like cult programming, U.S. foreign policy, and first amendment rights! He now hosts his own syndicated radio show on the **Fox News Radio Network**. But you won't be able to hear this "professional dragon slayer" in an exclusive presentation at the 28th Annual Conclave Learning Conference unless you register NOW at the earlybird rate of \$299...an offer that will be expiring in just 8 more days! Why pay more (\$399), when you can register NOW at a bargain rate?? More Conclave details are available at www.theconclave.com!

In what looks like one of the stranger non-compete clauses to come down the pike, **Bruce Buzil** and **Chris Devine's 3 Point Media** buys Oldies KANS from **Ed Lipson's C&C Consulting** for a reported \$1.3 million, with the contractual caveat that the station will not accept advertising from advertisers serving the Emporia, KS market, as Lipson still owns Soft AC KRWW in Emporia. The signal is licensed to Osage City, KS and is a Class C2 and uses **ABC's Pure Oldies** format. However, before close of the sale, Lipson is expected to move the station's tower (under an already approved CP), making it much harder to pick up in Emporia.

Changes, Too. **Hubbard Broadcasting's** KSTP-FM/Twin Cities ("KS-95") has cancelled its "Sunday Best" Triple A-style specialty show; the show had featured former crosstown KTCZ host **Bill DeVille**, who maintains his position with **Mediabase** as a Triple A format monitor/specialist...97.9 KLMP/Spearfish, SD has applied for a 3.9kW booster in Rapid City...The University of Northern Iowa has received a construction permit for a station on 88.9 in Mitchellville, which would use 160W at 72m. The station would presumably rebroadcast 90.9 KUNI/Cedar Falls.

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WVAQ, KQKY, WWXM, KFRX, KRRG
and more!



Clear Channel's Top 40 WKQI/Detroit's Mojo in the Morning co-host **Sara** was successful in cornering American Idol judge **Simon Cowell** a few hours prior to the final competition, where she was seeking to pry from Simon the news on whether or not he'd be with the hit show for season #3. Sara cleverly asked the judgmental limey what his thoughts were on **Paul McCartney's** interest in judging the show, to which he replied, "Good luck to him." Sensing a blockbuster story just within her grasp, Sara quickly asked, "Won't you be around?" To which Simon said, "No, not really. I think I may have done enough with the show." The entire interview then aired for the first time Wednesday (5/21) at 7:30am, just hours before **Rueben** was eventually crowned!

Alternative WKQX/Chicago has launched its largest giveaway in station history with a follow-up to last October's very successful "The Q101 Ultra-Crib Giveaway." This time, "The Q101 Ultra-Crib Giveaway" will award a Q101 listener with nearly \$100,000 worth of prizes and a year-long taste of the "rock star" life. The grand prize includes a one-year lease of a downtown Chicago condo with panoramic city and lake view, all furniture and electronics in the condo, a 2003 BMW Z4 Roadster, a Ducati 620ie motorcycle, \$10,000 and a year of V.I.P. access to Q101 concerts, movie premieres, local clubs and much more! The on-air contest runs through June 15th. Q101 will announce listener names at 8a, 10a, 12p, 3p and 6p. If the listener calls the station within 15 minutes of hearing his/her name announced, he/she will win four tickets to Lollapalooza and a key that may open "The Q101 Ultra-Crib."

Top 40 WAZY/LaFayette, IN has announces that a local high school student, **Sara Tyner**, is the winner of the station's inaugural WAZY Idol competition! Sara won out over some 130 original contestants. Her prize? \$500 cash, recording studio time, and her song played in regular rotation on WAZY. The station is currently looking for the right song for Sara to record, and they're also looking into the possibility of getting all the WAZY Idol finalists together to record a CD, with funds from its sale going to a scholarship for aspiring singers. There might also be another similar competition in the Fall.

Changes, 3. Congratulations to **Clear Channel's** KTCZ/Twin Cities ("Cities 97"), which raised over \$120,000 for Camp Heartland last Friday at its "Hope In The Heartland" fundraiser; Camp Heartland is a year-round camp for children living with HIV and AIDS...**Three Eagles' KEEZ/** Mankato ("Z-99") had a special program on Wednesday featuring **Bret Michaels**, lead singer of **Poison**; Bret was the guest DJ and picked songs for an hour, along with playing acoustic on-air and answering listener phone calls. **Poison** plays Friday night in Mankato along with **Skid Row** and **Vince Neil**...**Jeff Litt** has been tapped as the new GSM for WCCO/Minneapolis.

The critically heralded '70s format on 100.1 WGLB-FM/Port Washington-Milwaukee has ended, and the station has gone dark. This move is in preparation for a format change to **Starboard Broadcasting's** "Relevant Radio" Catholic religion talk format; some insiders expect the signal to be dark for a period of several weeks.

Is
"Summertime"
just around the
corner?
Yes,
and in
THIS LIFE!



For the last several years, "KRAM" (Kool Radio and Music) has been operating on either AM 1560 or 98.3 FM in Montevideo, MN but without an FCC license. Now, **Thunderhawk Broadcasting** has been granted a CP for a LPFM signal at 96.7/Montevideo. The station had voluntarily shut down so as not to jeopardize an LPFM CP, and plans a mix of Alternative, Dance, and Top 40 programming. They still need to raise funds in order to begin broadcasting as a licensed operation, and you can learn more (and "tour" the station, in its home-based setting) on their website at www.kram96fm.com.

According to reports from *Upper Midwest Broadcasting*, **Greg Borgen's** 630 WDGY/Hudson-St. Paul-Minneapolis has applied for another facility change. The station currently uses 2.3kW day and 300W night, directional, from a site east of Hudson, and has a construction permit for 5kW directional at night from Rosemount. Now, WDGY has applied for day and night operation from the existing 1030 WCTS towers, using 1kW day and 2.5kW night. The change would result in a much better nighttime signal for the station, which runs a brokered Regional Mexican music format as "Radio Rey."

Jon Ellis' website reports that **Tom Ingstad's** 100.7 KDJZ/Harwood-Fargo has applied for a "booster" to improve its signal in Fargo. Boosters are low-powered transmitters on the same frequency as the primary station. KDJZ-1 would use 140 Watts at 29m from a tower on the south side of Fargo. The booster would serve Fargo and Moorhead, with a "wall of interference" in West Fargo, and just east of Moorhead.

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, but only for the next 8 days! 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.

Availz: Nancy Roberts, veteran Fargo market broadcaster, is looking for a position in Midwest Broadcasting. Contact her at (701) 298-3207.

Jobs. Entercom's CHR WXSS/Milwaukee's "Knight in the Morning" show is now on the lookout for a producer who can also take over the third microphone. CD's and/or T's and R's to: WXSS, Attn: **Brian Kelly**, 11800 W. Grange Ave, Hales Corners, WI 53130...**Hubbard's** Hot AC KS95 is in need of 1) an afternoon show producer, and 2) qualified part-timers for weekend/fill-in work. If you have experience and feel you're ready to shine in a great major market situation, get your stuff to PD **Leighton Peck** NOW! 3415 University Av SE, Minneapolis, MN 55414...Station owner **Wesley Cox** needs sales help (or a GM) for his standalone AM news-talk WCGA/Brunswick-St. Simon's Island, GA. He will make it worthwhile for a qualified executive to relocate and help bring the station to the next level! Send package to WCGA, Route 18, Box 280E, St. Simon's Island, GA 31522 or contact Wesley at (912) 677-7600...Northern Michigan heritage CHR WKHQ/Traverse City needs a night jock! Send T&R to PD **Ron Pritchard**, WKHQ, 2095 US 131 South, Petoskey, MI, 49770. Email MP3's are okay and may be sent to rpritchard@106khq.com...All jobs listed in *The TATTLER* represent equal opportunities and are presented free of charge.