

# THE MAIN STREET Communicator Network TATTLE R

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

### Conclave 2003 Goes to the Front.

Last spring, Embedded reporter, Ohio native and CNN correspondent, **Martin Savidge** - was at an unspecified location in Iraq when a Marine commander approved the use of Savidge's videophone to have four soldiers call home. None of these Marines had been able to talk with their families for many weeks. A 19 year old Marine next to him asked Martin if he would allow his platoon sergeant to use his call to call his pregnant wife back home whom he had not been able to talk to in over a month. A stunned Savidge, who was visibly moved by the request, nodded his head - yes. The young Marine ran off to get the sergeant. Savidge recovered after a few seconds and turned back to the three young Marines still sitting with him. He asked which one of them would like to call home first? The Marine closest to him responded with out a moments hesitation, "Sir, if it is all the same to you we would like to call the parents of a buddy of ours. Lance Cpl Brian Buesing who was killed on the 23rd of March. We would like to see how his folks are doing and let them know their son died bravely." At that Martin Savidge broke down and was unable to speak. All he could get out before signing off was, "Where do they get young men like this?" Join **Martin Savidge** and **AP Radio's Ross Simpson** in a Friday morning (7/18) Conclave Keynote presentation you will never forget: "Embedded - A Report from the Front!" The coverage of the War in Iraq has been unique from many standpoints, but its most exceptional feature was embedded reporting. Learn firsthand the experiences of these seasoned veterans who joined U.S. troops battling Iraqi forces while they, themselves, battled to learn the truth about a confrontation still unfolding today. The battle for Bagdad, the flight of Saddam Hussein, the controversial Weapons of Mass Destruction, and most importantly, the real life stories of soldiers and citizens will be told on stage at Conclave 2003. The Conclave has featured many keynotes over the years. Some made you laugh, others made you cry. This essential keynote will provide an understanding of communication few will ever experience. "Embedded - A Report from the Front!" Held Friday morning, 11AM at the Marriott City Center Hotel. Visit [www.theconclave.com](http://www.theconclave.com) for more information.



CNN's Martin Savidge

Admit it. These times are a bit troubling. The war, **FCC** rulings, unemployment, inflation. Do you find yourself gravitating to family - the touch of those present, and the memory of those departed? Do you need a little "centering"? Well, those are the reasons **MercyMe** has been embraced by radio programmers who aren't afraid to offer 3 minutes worth of hope and comfort to their listeners. You already know the #1 research coming out of Mediabase (#1 F 18-34) and #1 callout at stations like WVRW and WAPE. The #1 phone stories out of WNCI. The adds at Z104, KUDD, KNEV, KRUF, etc. Your job is tough enough. Programming "**I Can Only Imagine**" WILL make it a little easier. **INO/Curb**

A suburban Twin Cities restaurant is being converted into "KFAN The Restaurant", an offshoot of the Midwest sports-talk network that originates at **Clear Channel's** 1130 KFAN/Twin Cities. The former Lido's Italian Market Café and Bar in Roseville is being converted to the **ESPN-Zone** styled theme, with a target opening date of October 1. The new restaurant will feature live broadcast facilities, "skybox" rooms, and plans to shuttle patrons to games and events at Target Center, The Metrodome, and the Xcel Energy Center.

Adding on 6/23 at Hot AC is a group who won the hearts of everyone assembled at last year's Conclave - **The Beu Sisters**. Who can forget the stunning quartet of young sisters' incredible performance of "**I Was Only (Seventeen)**", followed by the quip of the weekend from Conclave Board Chairman (and head of **Envision Radio**) - **Danno Wolkoff**: "Wow...if you're REALLY sisters, what does your MOM look like?!!!" Fast forward to 2003, and you'll see the Beu's all over TV on Conan, Kilborne, Good Morning America, Regis, etc. And their single is featured in the **LIZZIE MCGUIRE** movie and soundtrack. You were just shipped the single. Spend a little time listening to your format's next hit! **EMC/S-Curve**

*Des Moines Spring Book, Phase 1 Trends.* Clear Channel N/T WHO solidifies its market lead. WHO-AM 10.7-11.3, KKDM 10.4-10.3, KSTZ 6.6-7.0, KIOA 6.6-6.6, KJJY 6.7-6.1, KAZR 5.5-5.6, KLTI 5.5-5.4, KRNT-AM 4.3-4.7, KGGO 5.7-4.3, KMXD 3.1-4.2, KRKQ 3.3-3.7, KHKI 4.2-3.5, KVJZ 2.4-2.4, KJJC/KLRZ 1.6-1.8, KCCQ 1.7-1.7, KWKY-AM 1.7-1.6, KZZQ 1.7-1.6, KXNO-AM 1.4-1.4, KBGG-AM 0.7-1.0, KASI-AM 0.7-0.7, KWMT-AM 0.5-0.7. Spring Trends found in this *TATTLE R* 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.

**Dick Kernen**, Vice-President of Specs Howard School of Broadcast Arts in Southfield, MI and 2002 Conclave Rockwell recipient, has been inducted into the Michigan Broadcasting Hall of Fame. Kernen, who has befriended and mentored thousands of students and broadcast professionals for over 30 years, has been chosen for this notoriety based on his "distinguished professional career in Michigan broadcasting", according to the Michigan Association of Broadcasters. Congratulations Dick from everyone at Main Street and The Conclave!



**Skywind's "Deep Blu"** is colorizing active rock and alternative with cool new adds and spins at KRRO/Sioux Falls, KARZ/Marshall (which is now simulcast on KNSG/Springfield-New Ulm, MN!), WHMH/St. Cloud, and KICT/Wichita! See the band at Conclave 2003, in advance of the Rock Symposium on Friday afternoon! **Atomic K**

Have you noticed sessions being held at various conventions and conferences around the country so far this year regarding radio? Purporting to be industry summits and usually staged by ownership mouthpieces and lobbyists, these rather sleepy sessions gather group representatives together who are then lobbed safe little questions like "So, what's your spot rate up to these days?" while being shielded from hard questions about radio, radio regulation, and the future of radio companies and their employees. At 4 PM on Thursday, July 17<sup>th</sup>, Conclave College presents "The Future Ain't What It Used To Be!" **Joel Denver**, President, All Access Music Group has promised a cutting edge interview with straight-forward Midwest radio executives like **Clear Channel VP Jay Meyers**, **Journal Communication** President of Radio **Carl Gardner** and **Hubbard Broadcasting's** President **Ginny Morris!** This all-star faculty has promised to an honest assessment of the past to frame their candid predictions of the future. The 2003 Conclave begins with Conclave College at 1PM, Thursday, July 17 concluding Sunday, July 20, 2003 at the **Marriott City Center** in Downtown Minneapolis. June tuition is only \$399 through June 30, 2003...STILL 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 afford to miss!

**Plumb** picks up a new add this week at WTSS/Buffalo. "Real" is also gaining spins on KFBZ/Wichita! Audition this gem again, and hear what you may have missed the first time. **Curb**

**G.B. Leighton** is hosting a radio/music industry "meet and greet" in Minneapolis this Thursday, June 19 in support of his new album *This Life* and the single "Summertime." If you're interested in attending, contact Main Street at (952) 927-4487 and we'll send you directions. In the meantime, catch the magic of the season's first "get the top down" track! There's nothing like a summertime anthem! **Liquid 8 Records**

The **FCC** has upheld its \$3,000 fine to **Mount Rushmore Broadcasting**, after 96.7 KZMX/Hot Springs, SD protested. On a April 2001 inspection of the station, the FCC found that station personnel were unable to take transmitter readings or control the transmitter. The company argued that the violations were not willful and have been corrected, so the fine should be reduced or eliminated. However, the FCC is not reducing the original fine.

*Rumor:* Is former Z-104/Madison APD/MD **Jonathan Reed** very close to inking a morning show he has worked with previously for his new station, WDBT/Jackson, MS ("95.5 The Beat")?

**Clear Channel/Twin Cities** saw several cutbacks this week as the result of what one spokesperson said was "economics and consolidation." Around 15 staffers were released across the seven-station cluster. One possible reason so many exited at one time: all stations in the cluster will be moving to a new location in suburban St. Louis Park within a few weeks, and several departments will be consolidated. Among those out in these cutbacks include WLOL morning host **Bo Hamilton**, country K-102 middayer **Heather Cassidy**, KTCZ ("Cities 97") copywriter/production/continuity/weekend air talent **Paul Serafin**, KDWB production director/weekend air talent **Rahny Taylor**, and group receptionists, continuity staffers, and sales assistants. WLOL morning co-host/middayer **Lee Valsvick** is being reassigned to the morning co-host position at Cities 97, and Cities 97 middayer **Chris Shaffer** will transfer to middays at K-102 once the stations move to their new facilities. Cities 97 PD **Lauren MacLeash** will extend her midday shift from 10am-noon to 10-3pm (some of it voice-tracked). WLOL's vacant morning show is running jockless with all music, for now. Of course, the personnel moves at WLOL did nothing to quell the rumors of a possible format flip at the classic hits outlet.

**LEGEND WILLIE NELSON TO HEADLINE CONCLAVE 2003!** The Conclave is proud to announce the addition of **Willie Nelson** to the faculty of Conclave 2003! Entertainment icon Nelson will be the featured legend at the Friday (7/18) Legends Luncheon sponsored by **BMI!** Celebrating 50 years in the industry as a hall-of-fame singer/songwriter/performer/actor, Willie will perform songs from his vast repertoire. In addition, he'll be interviewed in classic Legends Luncheon style and conduct an intimate Q&A session with those fortunate enough to be in room! This year's Legends Luncheon is NOT to be missed!

Congratulations to Conclave TalenTrak attendee **Kenny Jay**, who has been named the new PD for country KQYB/LaCrosse ("KQ-98"). Kenny has been handling PD duties at country WDMP/Dodgeville, WI ("D99point3") and has worked with the station for over five years, but he'll now replace longtime KQYB PD **Joe Casper**. Casper maintains a working relationship with the **Family Radio/LaCrosse** stations as part of the curriculum for Radio 1 Broadcast School, a new radio industry school that just opened in LaCrosse. Learn more about the school at [www.radio1school.com](http://www.radio1school.com).

**Layne Larson** is coming to your town, soon. Some markets that can't wait include Kearney (KQKY), Vermillion (KVHT), Winner (KWYR), Duluth (WWAX). These stations and more are reporting great early success on "Wait For Me" from the prodigious Midwest songwriter. She's doing radio appearances and special events all summer. Let Main Street know if you'd like us to plan an event for your station, or if you need another copy of her striking debut single! **Stockinrock**

With spins on KOWZ, KQIC, WWAX, KEEZ, a handful of country stations (and more) Minnesota continues to "Idol"-ize **Elizabeth Keeney**. "Down On My Knees" is the pop single and "I Knew" is the focus track for country stations. Just in: new spins at WLTE/Twin Cities! **Liquid 8 Records**

# the Conclave

Learning Conference 2003  
July 17-20

Minneapolis Marriott City Center

Tuition \$399 until 6/30/03!

<http://www.theconclave.com>



Willie Nelson  
Friday 7/18!!

## The Future

ain't what it used to be

It looks like Grand Rapids, MI will gain a **Radio Disney** affiliate on Monday (6/16) as "1680 Jamz" WJNZ is going to flip to the Children's format in a time brokerage agreement. WJNZ and sister adult standards WKWM-AM (1140) have been simulcasting **ABC's** "The Touch" format in preparation for the switch; expect the WJNZ calls to switch to WDSS on Monday.

WZPL/Indianapolis morning guy **Dave Smiley** has concocted "Smiley's Battle of The Butts" – which happened at the city's Verizon Wireless Music Center on Thursday. According to PD **Scott Sands**, "It had nothing to do with the way a butt looks. It was a unique endurance race to physically sit in every one of the fixed pavilion seats at VWMC!" Eight contestants were chosen by the Smiley Morning Show and those contestants started their race inside the arena. The person who sat in all the seats fastest won a pair of tickets to every concert (20+) this summer inside the Verizon Wireless Music Center, which includes **Bon Jovi, OzzFest, Lollapalooza, Jack Johnson** and **Ben Harper**, and more! At press time, we hadn't heard who won but we're told they can be identified by their unique blisters...

Kudos to Top 40 WKSC/Chicago night guy, **Java Joel**, and his crew of **J'Dawg** and **Silly Jilly**, on receiving the "Silver Dome" award from the Illinois Broadcaster's Association this week. The Windy City trio took home the award in the category of Best Local Radio Station Personality.

The on-air lineup has been shuffled at T40 KCHZ/Kansas City ("Z-95.7"), as **Keola Boy** moves from nights to afternoons. MD **Jacqui Lucky** returns to middays and **Twiggy** moves from middays to nights. PD **Dave Johnson** says he has tried to move each personality to the daypart where they should be most comfortable.



*"I'm ashamed to admit I'll be on the same Conclave Stage as the former Governor of Minnesota"*

# SKYWIND

"Deep Blu"

Early spins KXXR, KICT, KOMP!  
Added KRRO, KARZ, KNSG!



**A LIBERAL FOX IN A CONSERVATIVE HENHOUSE: COLMES TO KEYNOTE CONCLAVE SATURDAY!** 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! He also 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 28<sup>th</sup> Annual Conclave Learning Conference unless you register NOW at the earlybird rate of \$399...an offer that will be expiring on June 30. More Conclave details are available at [www.theconclave.com](http://www.theconclave.com)!

Although not officially out, **LeAnn Rimes'** new "**We Can**" has picked up early adds at the likes of KSTZ/Des Moines, KIMN/Denver and WTSS/Buffalo! Official add date: next Monday! The song is featured on the *Legally Blonde 2* movie soundtrack, coming soon to screens all over America! **Curb/Reprise**

The Minnesota Twins are experimenting with Spanish-language play-by-play broadcasts on two occasions this season, including this Sunday (June 15) and September 7. The two special broadcasts will occur on **Infinity** business news (and WCCO-AM sister) KCCO (950). The play by play will be handled by KHRR-TV/Tucson's **Francisco Romero**, with Twins great **Tony Oliva** providing color commentary. Last season, the Twins did one Spanish broadcast on KCCO. With only one remaining Spanish broadcast signal (630 WDGY) in the market (there were three rimshot AM's doing Spanish two years ago), the rumors are again flying about a possibly all-Spanish flip on KCCO!

*Changes.* Dwight, IL A/C station WJEZ has moved from 93.7 to 98.9, as classic rock WTRX-FM has launched on the 93.7 signal (licensed to Pontiac, IL); country WLDC has been replaced by WJEZ on the 98.9 frequency...1550 KADZ/Arvada-Denver has returned its license to the **FCC** and gone silent...Six days after a fire destroyed its transmitter, 1410 KMYR is back on the air from a single tower with 250 watts...102.3 WHTL-FM/Whitewall, WI has changed from a mix of country and oldies to mainstream oldies...Simulcast duo 99.3 KUNQ and 1400 KBTC/Houston, MO have changed formats from classic country to classic rock under the moniker "99X."

Today, **Maverick Media** completed its purchase of the **Central Radio Group** properties in Eau Claire, WI. Six layoffs were announced in the changeover, including WAXX MD/Midday host **Tim Wilson**, WAXX overnigher **Doris Marie**, I-94 morning cohost **Jackie Tyler**, engineer **Del Dayton**, and a receptionist, a custodian, and a part-time staffer. Maverick now owns six stations in the market, including Hot A/C WIAL, country WAXX, active rock WDRK, oldies WECL, sports WEAQ, and news/talk WAYY.

Employees of the former **Black Hawk Broadcasting Company**, which existed as KWWL-AM 1330 (and KWWL-TV) in Waterloo, IA from 1947 to 1980, are invited to a reunion on Sunday, July 13 in Waterloo. Details are available online at [www.overlandtouring.com/kwwl](http://www.overlandtouring.com/kwwl) and then clicking on "Tim Noonan." Or call **Dolly Fortier** at The Radio Group in Waterloo at 319-234-2200 Weekdays from 8am-5pm. Today, 1330 AM in Waterloo is KWLO, running an adult standards format.

At **Seehafer Broadcasting's** T40 WYCO/Wausau ("Y-108"), PD **Steve Stone** has exited and has been replaced by **Ed Paulson**. Steve tells *The TATTLER* that he'll pursue other interests, most likely outside of the radio industry. Paulson, meanwhile, returns to Wausau after working "across the street" with **Midwest Communications** under current WYCO GM **Bob Jung** just a few years ago. Y-108 (and sister WXCO) is also in the process of being sold to **Badger Communications**, which also operates active rock WMZK ("Z-104") and full service WJMT (730 AM) in the Wausau-Stevens Point market.

*Changes, Too.* **Wisconsin Public Radio's** "Ideas Network" has announced changes in its lineup, to take effect June 30. Current afternoon host **Kathleen Dunn** will move to 9am to 11am, and 3pm to 6pm will be covered by **Ben Merens** (currently a producer for Dunn's show and her regular fill-in host)...The FCC has approved an upgrade plan for 100.1 KDWD/Emmetsburg, IA, which should improve the station's signal into Spencer. This move comes despite a formal objection filed by **Saga Broadcasting**, which owns three stations in Spencer...Following the departure of co-host **Deborah Rowe** six months ago, Salem religious-talker 1160 WYLL/(NW-Suburban) Chicago afternoon host **Kevin McCullough** has announced he's leaving the station too. He will relocate to New York City, and become a full-time host with Salem's 570 WMCA and 970 WWDJ...**Midwest Dimensions** is selling 99.5 WPKR/Omro-Oshkosh and 104.9 WPCK/Denmark-Green Bay to Cumulus for \$8.1 million; the stations run a simulcast country format called "Packer Country."

*Conclave 2003 Partners.* These organizations are proud Partners of the 2003 Conclave - **All Access, Arbitron, BDS Radio, BMI, Brown College, First MediaWorks, Get Smart Design, 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 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 \$399! 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...

Are you getting all those nifty **Conclave Update Newsletters** in your email? To begin seeing them, visit [www.theconclave.com](http://www.theconclave.com), and join **Friends of the Conclave**. It's free, and it guarantees you all the latest Conclave news BEFORE the rest of the world sees it!

After experimenting with a format known as "The Consumer Station" for a few months, **Salem's** AM 1570 KYCR/Twin Cities has moved to a format that is a hybrid of its other two stations in the market. For now, KYCR is rebroadcasting (at different times) several shows that also air on either religion talk KKMS (980) and conservative talk WWTC (1280). Twin Cities TV and radio market veteran **Barry Zevan** is still involved with the station, although he is no longer hosting a daily afternoon talk/infomercial show.

**KMHL Broadcasting** has taken control of 94.7 KNSG/Springfield, MN via an LMA agreement. KNSG was operated by **Clear Channel** until a few months ago when a trade between **Ingstad Broadcasting** and Clear Channel was initiated giving Clear Channel LMA control of 710 KXMR/Bismarck in exchange for KNSG and 860 KNUJ and KNUJ-FM/New Ulm. Ingstad still operates the KNUJ combo, but has now spun off KNSG, which has immediately dropped its satellite country format. KNSG is currently rebroadcasting mainstream rocker 107.5 KARZ/Marshall, but some insiders speculate that this may be a temporary move. Former country listeners are being directed to KMHL's sister country 105.1 KARL. Stay with *The TATTLER* for further developments in this story!

Christian station KZZQ/Des Moines is planning an event called the "World's Greatest Baby Shower" for Saturday, June 14. The event will benefit Birthright of Des Moines, a local pro-life crisis-pregnancy center. Listeners are encouraged to donate items like diapers, bottles, clothing, formula, and other items that can be used by the center. Meanwhile, KZZQ plans a one-day summer fundraiser on June 26 to raise money for special station events and projects like advertising and station-sponsored charity events.

*Changes, 3.* Country KWWK/Rochester, MN PD **Deano** has exited the station, with no replacement yet named...KDWB overnigher **Todd Downs** has accepted a full-time banking/investment position, though he will still handle some weekend duties with the station...Sweet 98/Omaha (KQKQ) has named **Mark E** as its new night jock; he's coming to the station from KSEQ/Fresno...**Dave Richards** has resigned as Creative Services Director at **Zimmer Radio's** KLZR/Lawrence, KS.

*Availz.* Former KDWB weekender/Production Director **Rahny Taylor** is available, reach out to him at (612) 708-9227...Former KLZR/Lawrence Creative Services Director Dave Richards is available, at (785) 608-7627.

*Jobs.* **Miles Riker** needs a part-time staffer for T40 WWAX/Duluth, including weekends, fill-in, and some work with sister active rocker KZIO ("X-106") and possibly KQDS. Contact Miles via email at [riker@redrockradio.org](mailto:riker@redrockradio.org) or via mail at 501 S. Lake Avenue, 2<sup>nd</sup> Floor, Duluth, MN 55802...**Linder Radio's** KDOG/Mankato has an opening for part-time on-air, with 25 to 30 actual on-air, live hours per week. It's a great opportunity for an up-and-coming broadcaster who wants to do local, live, quality radio. The position may also include some extra part-time work with the group's Mankato sister stations. Contact OM **Dwayne Megaw**, KDOG Radio, 59346 Madison Ave, PO Box 1420, Mankato, MN 56001 or email [jobs@linderradio.com](mailto:jobs@linderradio.com)...**Midwest Radio Network** seeks an afternoon jock for Hot AC WTBX/Hibbing. This person is also responsible for upkeep of a couple satellite sister stations, and other utility duties as needed. Experience with Scott Studios and Smartcaster is a plus. Send package to **Rich Collins**, VP of Programming, Midwest Radio Network, 807 West 37<sup>th</sup> Street, Hibbing, MN, 55746 or email [richc@midwestradionetwork.com](mailto:richc@midwestradionetwork.com)...**Clear Channel** of Bismarck seeks an LSM for talk KFYZ AM 550 and T40 KYYY ("Y-93"). Management experience and proven track record required, with leadership and revenue generation and staff development skills. Send your materials to Clear Channel Radio, Attn: **Syd Stewart**, 210 N. 4<sup>th</sup> Street, Bismarck, ND, 58501 or [sstewart@clearchannel.com](mailto:sstewart@clearchannel.com). All jobs listed in *The TATTLER* are presented free of charge and represent equal opportunities.