

THE MAIN STREET Communicator Network TATTLE R

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

INDIE PROMOTION DISSECTED AT CONCLAVE! A potentially explosive Triple A Format Symposium will be one of Friday's (7/18) highlights at Conclave 2003: The Future Ain't What It Used To Be! Titled "Indie Promoters: Axis of Evil or Valuable Partners?" it will be moderated by **Tom Teuber**, Program Director for **Entercom's** WMMM/Madison. His faculty: **Ray Gmeiner**, VP/Promotion for **Virgin**, **Dave Einstein**, VP/Promotion for **RCA/Victor** Group and the former AAA Editor at Gavin, **Patty Martin**, PD for **WDRV/Chicago**, and **Michele Clark**, President of **Michele Clark Promotions**. Following the Telecom Act of 1996, corporate ownership has taken control of most commercial radio stations. Many critics say these companies' deals with independent promoters have taken music decisions out of the hands of local programmers and raised the price of airplay beyond the means of a majority of the artists and record companies. Is this the case in AAA? Or are indies proving invaluable as major labels eliminate promotion people dedicated to the format? What is the "right" way to work with indies and maintain the musical integrity that is a core value for AAA? **Indie Promoters: Axis of Evil or Valuable Partners** will provide solid answers to these questions. Last year, more chairs had to be brought into the room. This year, we may need a crew of referees! This can't miss session is scheduled for 9:30am Friday (7/18) in St. Croix 1 at the Marriott City Center!

A set of veteran call letters returns to Madison, as WHIT begins its signal tests on new frequency 93.1 FM. **Mark Van Allen** will be the new PD; he is currently APD at AC sister station WMGN ("Magic 98"). Although no format has been formally announced, insiders speculate that it will be Top 40, taking on **Clear Channel's** WZEE ("Z-104"), a market leader with no direct format competitor. Others believe that the new frequency may introduce an alternative/modern rock format to fill the gap that 92.1 WMAD created upon switching to Hot A/C. Stay tuned!

Surprise! **Jo Jo Martinez**, Longtime APD/MD/Middayer at **Entercom's** T40 WXSS/Milwaukee's last day will be on August 15th, as she resigns and moves to Tampa.



I Was Only (Seventeen)
KURB 16x! WAEB 11x! KHOP 10x!
On KRTI, WSNE, KLLY!

Starting Monday, some lineup changes will take effect at adult standards "Club 14" Twin Cities (KLBB AM 1400, and KLBP AM 1470). Sister news station WMNN (AM 1330) morning host **Pam Lundell** is shifting to the morning position at KLBB, and KLBB PD/Morning Host **Reed Hagen** shifts to afternoon drive. These moves follow the recent retirement of Twin Cities radio legend and KLBB morning cohost **Joyce Lamont**. Hagen's afternoon shift marks a return to local programming for KLBB across most of the day, as the station had shifted to a network feed after the morning show in recent years. Now, the station is once again locally programmed all day (except 10am to 12noon) until 7pm. **Eric Webster** recently started a "Two Martini Lunch" thematic lounge-music program in the noon hour, and the well-known "Good Time Super Saver Radio Hour" continues in its 1pm to 3pm slot.

There's been a reorganization at **Waitt/Omaha**. "Sweet 98" (KQKQ) PD **Tommy Austin** exits. **Brian Burns**, currently PD at Triple A KCTY ("106.9 The City"), is promoted to OM at that station and will also handle PD duties at KQKQ and Urban KBLR. Other changes at Waitt Radio: **Dan Prendiville**, director of sales, leaves the cluster to become Manager of Waitt Outdoor in Kansas City. **Rick Otten**, currently with Waitt's Gold Circle Film division, becomes Director of Finance at Waitt, beginning July 7th. **Tracy McCormick** moves up to Assistant Business Director for the group.

Skywind are Minneapolis rock mainstays, drawing big crowds to each of their shows. The new single "**Deep Blu**" is gaining support from WJJO/Madison, KRRO/Sioux Falls, WDRK/Eau Claire, WHMH/St. Cloud and more. Get ready to witness the band live in concert in advance of the Rock Symposium at The Conclave, July 18 in Minneapolis! **Atomic K**

Radio Disney gains its first major FM affiliate, as Class A WXIR/Plainfield, in a suburb of Indianapolis, flips to Radio Disney from Contemporary Christian as "Love 98"; that format moves to business talk WPZZ/Franklin with new calls WIJY.

Omaha-Council Bluffs Spring Book, Phase 2 Trends. **Clear Channel's** KXKT shows impressive gains. KXKT 8.9-10.5, KFAB-AM 8.3-8.0, KEZO 8.4-7.8, KGOR 7.3-7.6, KSRZ 4.9-5.6, KEFM 4.3-5.0, KKCD 4.4-4.6, KQCH 4.4-4.6, KOMJ-AM 4.9-4.4, KKAR-AM 3.9-3.8, KQKQ 3.8-3.8, KLTQ 4.5-2.9, KBLR 2.1-2.8, KRQC 2.5-2.6, KCTY 2.5-1.9, KOSR-AM 1.1-1.3, KOZN 1.3-1.3, KBBX 0.6-0.6, KZKX 0.5-0.5, KWMT-AM 0.4-0.4, KYDZ-AM 0.5-0.4. Trends found in this *TATTLE R* are 12+ persons, M-Su, 6A-mid, Spring Phase 1 – Spring Phase 2 comparisons, unless otherwise noted. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from Arbitron.



Layne Larson
wait for me

KCVM 35x!! KKRL 28x!!
KQKY 11x!!
On KWYR, KVHT, KELO, KKRL,
WWAX, and more!!

Catch Layne LIVE at Conclave
2003 at the Mainstream AC
Symposium, Saturday 7/19!!

the Conclave
 Learning Conference 2003
 July 17-20
 Minneapolis Marriott City Center
 for more details visit
<http://www.theconclave.com>



Willie Nelson
 Friday 7/18!!

The Future
 ain't what it used to be

Changes. **Journal Broadcast Group** classic rocker WBON/Knoxville has flipped to Top 40/Rhythmic as "Hot 104-5", and WBON PD (and former KEZO/Omaha PD) **Bruce Patrick** has shifted to the same position at sister classic hits WMYU; group OM **Jeff Jarnigan** will also be exiting the Company... **Tri-County Broadcasting's** AM 660 WBHR/St. Cloud is dropping **Fox Sports Radio** programming in favor of **ESPN Radio**, which was recently jettisoned by crosstown **Regent** talker WJON (1240); WBHR has also recently joined the Chicago Cubs play-by-play radio network, and is their only Minnesota affiliate... **Carolyn Peterson** will be joining **Clear Channel's** new Smooth Jazz 100.3 KJZI/Minneapolis for middays later this month; she is associated with NAC from her time as a host at the former 104.1 KMJZ during its tenure with the format.

Sittin' for charity. **Joe Michaels**, afternooner with Country 96.5 KWWK/Rochester, MN, sat on the roof of a local restaurant for 15 hours to raise a total of \$2,600 for the American Cancer Society this week. All went smoothly, except the last three hours brought thunderstorms and forced Michaels inside.

The new single from **LeAnn Rimes** is a **Diane Warren**-penned smash. "**We Can**" is included on the soundtrack to *Legally Blonde 2*, and is getting Most Added honors each week. New adds are in at WIOG, WMEZ, WRMF, WLAN, WFLY, KKMJ, WNDV, KRTI, KZLK and more. **Curb/Reprise**

RETURNING TO THE CONCLAVE – THE WELCOME ROOM!
Curb Records will be sponsoring the Conclave's Newcomers Welcome Brunch at the Marriott City Center Hotel at 11:30AM, Thursday, July 17th! The Brunch will mark the return of the "welcome room" to the Conclave after an 8 year absence. The Brunch is designed to bring those new to the Conclave together for some camaraderie, laughs, and food! The Conclave Board will be present to answer questions about the Conclave, and the weekend's Learning Conference. Some tips will be shared by Conclave veterans (like Curb Records Sr. VP/Promotion, **Bob Catania**), as well as a few Conclave historical (hysterical?) anecdotes. If you've never been to a Conclave before, or if you haven't been for awhile, this is a must-attend event. Bring your questions, large and small!

MercyMe has been Most Added again, as "**I Can Only Imagine**" continues to move to bona-fide "hit" status. New adds are in this week from WZKL, WKRQ, WMYX, KIOI, WHBC, KOST, WPPY and more. **Curb/INO**



MercyMe "I Can Only Imagine"
 Added WMYX, KOST, KIOI, MORE!!
 RADIO & RECORDS 37* (TOP 40)
 BDS/MONITOR 37* (TOP 40)

NextMedia's Country 104.7 WEXT/Sturtevant-Racine, WI, has applied for a transmitter move to improve its coverage of Milwaukee. The station's proposal uses the WJJA/49 tower in Oak Creek, standing 103m tall, and 4.2 kW. The new tower would give a strong signal in the southern half of Milwaukee and the southern suburbs.

XM Satellite Radio has announced plans to broadcast the 30th Anniversary "**Willie Nelson's** Fourth of July Family Picnic" from the Two River Canyon Amphitheatre outside Austin, Texas this weekend. The annual event features live concert performances from dozens of artists, and will be hosted on XM by country music legend and XM radio personality **Bill Mack**. The broadcasts will be heard on Channel 168 ("XM Live"), and will run several hours each day all Holiday weekend. Nelson, currently also featured in a TV spot for XM Radio, will also be the guest of honor at The Conclave's 2003 Legends Luncheon, Friday, July 18 at the Minneapolis Marriott City Center in downtown Minneapolis. For details, visit www.theconclave.com.

Plumb's "Real" Adds of the Week: WXMA/Louisville and WXLO/Worcester. **Curb**

WLOL may be back! Although the heritage Twin Cities call letters WLOL were dropped at 100.3/Twin Cities (as smooth jazz KJZI has recently debuted), **Hubbard Broadcasting** has applied for the use of WLOL on its AM 1590 WIXK/New Richmond, WI. Are there plans to "park" the calls at 1590 for later use at one of Hubbard's other frequencies (KSTP 94.5 or WFMP 107.1)? Or does the Company just want to preserve the heritage calls somewhere on the dial? (It should also be noted that New Richmond, WI has had heritage calls in WIXK since the 1940's.)

Grand Rapids, MI Spring Book, Phase 2 Trends. **Clear Channel** Country WBCT holds the top spot. WBCT 9.7-10.0, WOOD-AM 7.0-7.2, WSNX 6.7-7.0, WLAV 6.0-5.6, WLHT 5.0-5.3, WGRD 4.7-5.0, WOOD-FM 5.2-4.5, WJQK 3.4-4.0, WBFX 4.2-3.7, WKLQ 4.2-3.7, WODJ 3.4-3.5, WTRV 3.2-3.5, WVTI 3.3-2.7, WFGR 2.7-2.4, WBBL-AM 2.5-1.9, WFUR 1.5-1.7, WJNZ-AM 1.4-1.3, WMJH-AM 1.6-1.3, WNWZ-AM 0.7-1.2, WHTC-AM 0.8-0.9, WMUS 1.9-0.9, WMRR 0.4-0.8, WKWM-AM 0.4-0.7, WTKG-AM 0.8-0.7, WGHN **-0.5, WYVN 0.4-0.4.

Are you getting all those nifty **Conclave Update Newsletters** in your email? To begin seeing them, visit 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!

fountains of wayne

Most Added!
WPLJ, KFBZ,
KYKY, WKRQ,
MORE!!
KRSK 40x
WPTE 36x
KALC 28x
KMHX 28x

See 'em at the Conclave!



Stacy's Mom



Changes, Too. **Matt Scott**, PD/afternoon at AC WJTW/Chicagoland, celebrates his last day at the station on July 15th. He has resigned, brought on by the pending sale of the station to **Hispanic Broadcasting**... **Sandy Maxx**, night-timer at Hot AC WMYX/Milwaukee, is bumped up to middays... **Adventist Broadcasting Corporation** has obtained a construction permit for a 100 watt station at 96.3/Hinckley, MN; Hinckley is about 90 miles North of the Twin Cities on I-35... "**Connie & Fish**", morning team at Top 40 WZEE/Madison, WI, have been named this year's "Best Of Madison"... **Michelle McKormick**, morning co-host at AC WVTI/Grand Rapids, leaves to join the midday "**Scott & Casey**" show at Talk WKRK/Detroit.

Seehafer Broadcasting Top 40 WYCO-FM/Wausau ("Y-108") is making some lineup changes under new PD **Ed Paulson**. Former crosstown WIFC PD and air-staffer **Danny Wright** (now living in Madison, WI) has joined for voice-tracked afternoons, and former WZEE/Madison staffer **Jeff Cecil** is handling evenings and APD duties. **Mike Edwards** has exited the station. A few weeks ago, longtime PD and funnyman **Steve Stone** exited and is reportedly pursuing options outside of radio, after telling *The TATTLER* that he spent the first few days of unemployment "relaying the latest **Christina Aguilera** gossip to anyone who would sit next to him on the bench at the mall." Stone claims he is training to pursue a position in interpretive dance and ballet. We're almost certain he is kidding. Get the "official" scoop from Mr. Stone in a few weeks when you see him at The Conclave!

The former KMSR/Sauk Centre, MN (94.3), which has been dark for several months, has upgraded to 25kW (class C3) and moved its tower closer to Alexandria. Although its regular programming won't kick in until next week, it's already on the air as KULO with an Oldies format. 94.3's City of License also moves to Alexandria, while sister country station KIKV (100.7) moves its license from Alexandria to Sauk Centre. **Paul Bunyan Broadcasting** is operating both stations, and several positions are available with KULO. See *Jobs*.

In its second week at HAC KCVM/Waterloo ("Mix 96"), **Layne Larson's "Wait For Me"** has moved from 20x to 35x! This memorable ballad is generating response EVERYWHERE. *The TATTLER* is hearing of big-time request action in Duluth! And response stories like that is causing programmers across the Midwest to take another listen to this fresh new songwriter from Sioux Falls! **Stockinrock**



SKYWIND

"Deep Blu"

WJJO, KRRO,
KARZ, WDRK,
WHMH & more!!



Changes, 3. Talk WMFN/Grand Rapids picks up **Westwood One's G. Gordon Liddy** for 2-4 PM, dropping an hour each of **Rusty Humphries'** and **Dave Barber's** shows. WMFN also adds "**Loveline**" in the late-night hours... **Ken Cunningham**, formerly at **Cromwell's** cluster in Mattoon/Charleston, IL, joins Top 40 WQQB/Champaign, IL for afternoons... **Bill Leff** has exited WLIT/Chicago, and **Tom Hanson** has also exited crosstown WNND/Chicago.

FRIDAY CONCLAVE KEYNOTE! Join **Martin Savidge**, **AP Radio's Ross Simpson**, and **WCCO Radio-TV/Minneapolis' Don Shelby** 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 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!" - Friday morning, 11AM at the Marriott City Center Hotel. Visit www.theconclave.com for more information.

Stockinrock's Kory and the Fireflies have a chance to open for the **Goo Goo Dolls** in Las Vegas over Labor Day Weekend, as part of a Budweiser promotion. A website contest is allowing viewers to vote on the "True Music" act to open for the Goos, and fans can vote as many times as they'd like. Visit www.budweiser.com to vote, and watch for the nation TV spot, airing now! Ahead of the curve on "**For What It's Worth**" (the next Kory single) are Midwest leaders like KQIC, KEXL, KAYL, and KKRL, where it is being played as an album track! The Midwest has a new household name and regional hero!

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 - "Red, White, & True" - 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**. More Conclave details are available at www.theconclave.com!

"SUMMERTIME"

The NEW
G.B. Leighton
spiking on
WWAX!
KBMX!
Album available
NOW!



The **Fountains of Wayne** are back and are gaining critical raves everywhere. These superb pop songwriters score Most Added status at Hot A/C with big adds from WPLJ, KYKY, KFBZ, WKRQ and more. "**Stacy's Mom**" is already spinning frequently on KRSK (40x), WPTE (36x), KALC (28x), KMHX (28x), KYYY (22x) and more. See them Conclave weekend! **S-Curve**

THIS COLLEGE CAMPUS WILL ROCK IN TWO WEEKS! 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. 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.

G.B. Leighton's Twin Cities record-release party was PACKED, as usual. The band is among the biggest draws on the local scene, and is now poised to break regionally. "**Summertime**" is the new single from the new album *This Life*, and after about three spins, it's already requesting at KBMX/Duluth. Your Hot AC and Top 40 listeners go see the band live at each opportunity; think how much they'll enjoying HEARING them on the air!
Liquid 8

Bags to Riches 7 Success Secrets for Women in Business



Linda Hollander, the Wealthy Bag Lady
"Linda Hollander is a wonderful guest and a great sport." -- **Troy Dunn**, the Dunn Deal Radio Show
"The Wealthy Bag Lady is entertaining as well as informative." -- **Christina Martinez**, Morning Host of KHYL/Sacramento

AVAILABLE NOW for radio interviews:

contact: **Imal Wagner**, (301) 840-5999 or imal@comcast.net

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!

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.

Availz. **Tommy Austin**, PD of Top 40 KQKQ/Omaha has exited, due to a reorganization. Reach out to Tommy at (402) 216-5011 or taustin@sweet98.com...Former KLZR/Lawrence Creative Services Director **Dave Richards** is available, at (785) 608-7627.

Jobs. Hot A/C Star 102.3 in Sioux City, IA is looking for Production Director and Mid-Day jock. Send your stuff to PD **Brian Powers**, 100 Gold Circle, Dakota Dunes SD 57049...There are currently three full-time live, on-air positions (Morning, Mid-day and Afternoon) at a new sign-on Oldies format in Alexandria. Great company and good salary. Send materials to OM **Jack Hicks**, **Paul Bunyan Broadcasting**, P.O. Box 1656, Bemidji, MN 56619-1656... *The TATTLE* knows of a prominent Midwest market Top 40 afternoon position in a college/resort town. We'll pass names and resumes along to the station; contact us at (952) 927-4487...**Infinity/Kansas City** Production Wizard **Doug Miller** is leaving the station, and the job is wide open for someone to oversee all pre-produced on-air station elements. Send package to **Jon Zellner**, **Infinity** VP/Programming, 508 Westport Road, Kansas City, MO 64111. All jobs listed in *The TATTLE* are presented free of charge and represent equal opportunities.