

THE
MAIN STREET
Communicator Network
TATTLE R

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

CONCLAVE 2003 – IT AIN'T THE CONCLAVE IT USED TO BE! The 2003 Conclave Learning Conference: "The Future Ain't What It Used To Be" drew nearly 800 radio, record and industry related students, teachers, and professionals to Minneapolis last weekend. They came seeking knowledge, good people, and good times. It appears that 800 went home satisfied with their Conclave experience. In all, there were more than 40 sessions and events held within a 72 hour period, including at least one significant socializing/networking opportunity each day! And with those 800 participants, a new attendance record was set for the 28 year old non-profit Conclave Learning Conference! Throughout this *TATTLE R*, you'll read about highlights from the weekend's events and sessions. (More will be found in next week's *TATTLE R*.) On behalf of the Conclave, thanks for being in attendance. If you weren't there, you DID miss something VERY special!

Twin Cities Spring Book. **ABC's** classic rocker KQRS surges ahead of **Infinity** talker WCCO, in a book that uniquely saw almost twice as many gainers as losers. KQRS 8.1-8.8, WCCO-AM 8.9-8.6, KEEY 8.3-6.6, WLTE 5.3-5.9, KDWB 5.6-5.5, KSTP-AM 5.5-5.0, KXXR 4.9-4.6, KSTP-FM 3.7-4.5, KTCZ 3.8-4.2, KQQL 3.5-4.1, WXPT 2.8-3.6, KTTB 3.7-3.5, KFAN-AM 2.5-2.6, WLOL (KJZI) 1.9-2.4, KLBB/KLBP 1.4-1.8, WWTC 0.9-1.6, WGVX/WGVY/WGVZ 1.3-1.1, KLCI 0.7-0.8, WFMP 0.6-0.6, WMNN 0.7-0.6, WWJO 0.4-0.5, KKMS *-0.4, KLA V *-0.1. Spring books found in this *TATTLE R* are 12+ persons, 6A-12P, M-Su, 6A-mid, Winter 2003 – Spring 2003 comparisons unless otherwise noted. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Chris Pickett has resigned his post as PD of **Midwest Communications'** T40 WIFC/Wausau. His last day at the station will be Monday. It sounds like Pickett has a new destination up his sleeve, which he will be announcing SOON! Could it be a return to a major market for Chris "Don't Call Me Kirby" Pickett??

There's been a morning show change at **Hubbard Broadcasting's** talk KSTP-AM (1500) in the Twin Cities. Former PD/Consultant/Conclave Board Member **Bob Davis** will assume the morning host position, and his 10pm to 12am shift will be covered by a tape-delayed **Sean Hannity** program. Morning cohost **Mark O'Connell** segues to mid-mornings teaming up with **Ron Rosenbaum**, with other morning co-host (and former **Gov. Ventura** aide) **John Wodele** has exited the station.

The **Skywind** saga continues. Hot off a great performance before the Rock Symposium at Conclave -- where they were asked to do an encore (unheard of at Conclaves!) -- the new single "**Deep Blu**" was just serviced and should be on your desk now. It's already on WJJO, WDRK, WHMH, KRRO, and JUST IN: KFMW!! Impacting 7/29! **Atomic K**

WILLIE DOES THE CONCLAVE! Recording legend **Willie Nelson** shared his life and music with MC **Lon Helton** and an overflow crowd gathered at the **BMI Legends Luncheon!** Willie revealed that he likes the direction of today's music scene because of the crossover of many styles. He touched on some of his favorite artists from today and how much he has enjoyed playing with "new" artists such as **Sheryl Crow** and **Kid Rock** as much as playing with old friends such as **George Jones**. He spun through his repertoire, receiving prolonged applause after each classic: "Crazy," "Nightlife," "Blue Eyes Crying In the Rain," "Red-Headed Stranger," "On The Road Again," and more. When asked by Helton to name his favorite Willie song, Nelson responded: "All of them." He told a dirty joke, reveled in his #1 country record ("**Beer For My Horses**" with **Toby Keith**), and then left to a standing ovation, which lasted for several minutes. Upon Willie's departure, one veteran record executive remarked, "That had to be the highlight of my life!"

St. Louis Spring Book. **Infinity** News/Talker KMOX cements its lead of over five shares! KMOX-AM 10.9-11.7, KEZK 7.0-6.1, WIL-FM 6.1-5.3, WSSM 3.4-5.0, KSHE 5.7-4.9, KMJM 4.6-4.7, KPNT 4.0-4.6, KSLZ 4.4-4.2, KIHT 4.4-3.8, KYKY 3.4-3.8, WVRV 3.8-3.8, KATZ-FM 3.7-3.6, KSD-FM 3.7-3.6, KTRS-AM 4.1-3.5, KLOU 3.0-3.1, WFUN 3.6-2.9, KFTK 1.6-2.3, KATZ-AM 2.6-2.1, KFUO 2.9-2.1, WRTH-AM 1.0-1.5, WMLL 1.6-1.5, KFNS-AM 1.2-1.1, WESL-AM 0.8-0.7, KWRE-AM 0.4-0.6, KNSX 0.5-0.5, WBGZ-AM *-0.4, KLPW *-0.4, WGNU-AM 0.4-0.4, KFNS 0.1-0.1.

Layne Larson is a name to be familiar with, NOW. Miles Riker of WWAX/Duluth is spinning "**Wait For Me**" 25x. Why? He held a station event at a local venue with Layne. Over 350 people came out to meet her and watch her performance, which culminated with not one but TWO standing ovations for "Wait For Me"...which the audience demanded to hear TWICE! Similar events have been held in with KCVW/Waterloo, KQKY/Kearney, and other early supporter markets. She brought grown men (and women) to tears when she performed at last weekend's Conclave. Now, a rescheduled of "**Wait For Me**" will be on your desk Monday. If you missed this the first time, there's still time to catch up! **Stockinrock**

More staff changes at KRBZ/Kansas City as morning show host **Kenny** exits (after catching heat for a bit about prostitutes and johns last week), **Greg Bergen** adds PD duties (in addition to his KYYS PD duties), and **Mike Kaplan** moves from OM/PD to Director of Marketing and Brand Development for **Entercom's** cluster in Kansas City. Meanwhile, KRBZ MD/Afternoon **Lazlo** had Entercom CEO **David Field** on the air Thursday (7/24) during his show, and Field revealed that due to the "Save The Buzz" campaign, KRBZ's alternative format has been spared. He said that the many emails received during a station stunt which gave out his personal email address a few weeks ago helped sway his opinion, and that the format was going to be changed but will remain alternative due to the outpouring of support from listeners.

Stacy's Mom
fountains of wayne

Added WZPL,
WMYX WMBZ,
KHMx, WOZN,
WLZX, WBBO,
KDND, etc!
Conclave STARS!!



SKYWIND

"Deep Blu"



OPENED THE ROCK
SYMPOSIUM AT
CONCLAVE 2003!

ADDING NOW!
Already
spinning at
WJJO 17x,
WDRK 12x,
WHMH 10x
KRRO 10x!
Added KFMW!

The NEW
G.B. Leighton

THIS LIFE

Album available



I BED, YOU BED, WE ALL EMBED AT CONCLAVE 2003! WCCO AM/TV anchor **Don Shelby** expertly led embedded reporters **Ross Simpson** of the **Associated Press** and **Art Harris** of **CNN** through an hour plus of intriguing stories from the war with Iraq. Simpson, dressed in his flack jacket and helmet, shared combat video and audio he shot during a firefight for a bridge outside Baghdad in March. Art Harris stated, "So many terrific questions from the Conclave radio pros about going to war as an embedded journalist made me ponder some things I hadn't thought about. So many participants came up afterwards to thank me for going to Iraq, and for sharing the personal and professional aspects of going to war under the new Pentagon rules, it was gratifying and humbling. The warm welcome you gave me actually helped me feel like I'd really come home." Wow...

MercyMe continues its chart domination at multiple formats! Added at KEFM, KJSN, KLTJ, KYMX, WMTX, WOOD, WRAL, WHSB, WIZM and more. "I Can Only Imagine" is selling, gaining top callout, with top phones EVERYWHERE it is played (#1 requests at Z100/New York). **Curb/INO**

Saginaw-Bay City, MI Spring Book. **Citadel** News/Talker WSGW shows a two point gain to stay in the lead. WSGW-AM 9.1-11.1, WKQC 8.2-9.3, WHNN 9.1-9.1, WKQZ 8.0-7.9, WIOG 9.1-7.7, WTLZ 5.6-6.9, WCEN 7.2-6.3, WGER 6.6-5.5, WILZ/WYLZ 4.3-4.6, WRCL 4.3-3.0, WEEG 2.9-2.6, WSAM-AM 2.5-2.4, WTCF WTCF 1.6-1.8, WMRX/WMPX 0.8-1.8, WJR-AM 1.0-1.2, WOVE 1.6-1.2, WGDN 0.6-1.0, WUPS **-.0.8, WKNX 0.6-0.6, WRSR 0.6-0.6, WCRZ **-.0.4, WWBN 0.4-0.4, WWCK **-.0.4. Fall '02 – Spring '03 comparison

After stunting for over a week with TV Show theme songs, **Midwest Family's** new signal at 93.1 in the Madison area has debuted with its official format. 93.1 WHIT/De Forest-Madison is known as "93.1 The Lake", with a classic hits format. The 6kW signal is reportedly very strong over Madison itself, and the classic hits format will couple with Midwest's active rocker WJJO (94.1) to battle with **Clear Channel's** hard classic rocker WIBA-FM (101.5). Audio of the new station's official sign-on and format debut can be found on **Joshua Wener's** Wisconsin radio website, at <http://www.wisconsinbroadcasting.com>. Sister AC WMGN APD/MD **Mark Van Allen** is the PD of WHIT, and WMGN Promotion Director **Amy Schiefelbein** is the new station's APD/Promotions Director. And, WMGN Middayer **Amy Abbott** has been named MD of WHIT. Meanwhile - **Magnum's** sale of six Wisconsin stations to **Midwest Family** has collapsed. The deal was for three stations in La Crosse, and one each in Madison, Wisconsin Dells and Portage. **Dave Magnum** blames a freeze in applications by the FCC.

Flint, MI Spring Book. **Regent** A/C WCRZ improves on its fall showing. WCRZ 12.2-12.7, WDZZ 8.7-9.1, WRCL 4.0-6.4, WHNN 5.3-5.8, WWBN 4.5-5.8, WRSR 5.6-5.6, WWCK 6.0-5.4, WFBE 7.8-4.2, WIOG 3.1-4.0, WJR-AM 2.0-2.8, WFLT-AM 1.8-2.0, WRIF 2.0-1.6, WWJ-AM 1.1-1.6, WKRK 1.5-1.4, WTLZ 0.9-1.4, WCXI-AM 1.3-1.0, WWCK-AM 0.9-1.0, WDTJ 1.1-0.8, WGER **-.0.8, WILZ 0.4-0.8, WKQI 0.7-0.8, WKQZ 0.4-0.8, WSNL-AM **-.0.8, WTRX-AM 0.9-0.8, WOMC 0.7-0.6, WRFX 0.5-0.6, WSGW-AM **-.0.6, WVMV 0.9-0.6, CIMX 0.7-0.4, WCSX **-.0.4, WDRQ 0.4-0.4, WJLB **-.0.4, WMGC 0.5-0.4, WYCD 0.5-0.4. Fall '02 – Spring '03 comparison

Coming
Soon!

koryandthefireflies

"For What It's Worth"



A Conclave favorite: **Fountains of Wayne** and "Stacy's Mom." This band -- which wowed everyone at the Alternative Showcase last Saturday at the legendary First Avenue -- is fast becoming a radio favorite, too, earning Most Added status thanks to WZPL, WMYX, WMBZ, KHMZ, WOZN, WLZX, WBBO, KDND and more! The video is classic, as it became a hot item on KLA-TV last weekend! **S-Curve**

CONCLAVE COLLEGE - MIKEY LIKES IT! During the **All Access Conclave College**, international consultant **Mike McVay** presented a session on "total programming" to a packed house of eager Conclave attendees. McVay's thoughts afterward reflect the mood of the 2003 conference when he stated, "The Conclave has a unique spirit and purpose in our industry. It is truly a learning conference. Each year, they assemble a faculty of some of our industry's brightest leaders to share their knowledge--this year I was honored to be counted among those in the 'Conclave College.' I am always delighted and inspired when I see so many passionate professionals gathering to perfect their craft." Also teaching to overflow crowds: **Dr. Perry Buffington, John Lund**, and the SuperSession with **Carl Gardner/Journal, Jay Meyers/Clear Channel, Ginny Morris/Hubbard Broadcasting** and **Joel Denver/All Access**... a session marked with emotion and opinions which often elicited applause of approval as well as a few expressions of disappointment brought on remarks concerning the effects of consolidation over the past 5 years!

Ann Arbor, MI Spring Book. Neaby Detroit's **ABC** talker WJR is holds the top spot. WJR-AM 7.9-6.0, WWWW 4.9-5.4, WKQI 4.3-4.5, WVMV 3.0-3.9, WDTJ 2.4-3.6, WJLB 3.3-3.6, WRIF 2.7-3.6, CIMX 3.3-3.3, WDRQ 3.3-3.3, WMGC 1.5-3.3, WQKL 2.7-3.0, WCSX 3.6-2.7, WOMC 2.7-2.7, WYCD 2.4-2.7, WNIC 2.7-2.4, WWJ-AM 2.4-2.4, WAAM-AM 1.5-2.1, WDVD 2.4-2.1, WKRK 1.8-2.1, WMXD 1.8-2.1, WTKA-AM 2.1-2.1, WDTW 1.2-1.5, CIDR 1.2-1.2, WMUZ 0.6-1.2, WCHB-AM **-.0.6, WDFN-AM 1.2-0.6, WIOT 0.6-0.6, WXYT-AM **-.0.6. Fall '02 – Spring '03 comparison

Presence stole the show at the Conclave Rock Showcase last Friday, blowing away all those "A" bands who followed them on stage! "**Remember**" is most-added AGAIN, with new believers found at WRIF, WIIL, WLZX, KIBZ and more. Already 20x at WJJO! **Curb**

Bloomington, IL Spring Book: **Citadel** holds the top three positions. WBNQ 13.6-13.2, WJBC-AM 9.9-11.7, WBWN 12.5-9.2, WDQX/WDQZ/WYST 7.3-6.1, WIHN 4.6-6.1, WLS-AM 5.9-4.3, WWCT 2.6-4.3, WPBG 3.9-3.7, WRPW 5.3-3.7, WGLO 3.3-3.1, WGN-AM 0.7-2.5, WSWT 2.0-2.5, WGCY 1.3-1.8, WWHP 0.7-1.8, WCZQ 1.2-1.2, WPEO 1.3-1.2, WBBM-AM 0.7-0.6, WHMS **-.0.6, WIXY 0.7-0.6, WJEZ 0.7-0.6, WMVP-AM 0.7-0.6, WPPY/WRVP 2.0-0.6, WQQL **-.0.6, WSCR-AM 0.7-0.6, WTRX **-.0.6. Fall '02 – Spring '03 comparison

Shipping soon: **Kory and the Fireflies** new single "For What It's Worth." It's a cover of the song by **Buffalo Springfield**, and it's already on, ahead-of-the-box, at KQIC, KKRL and a few others.

Plumb's "Real" add of the week: WMXL/Lexington! Also playing at KYYY/ Bismarck, KKBj/Bemidji, KFBZ/Wichita and many others! **Curb**



THE 2003 AWARDS CEREMONY – IT WAS THE PITTS! Peabody Award winner and 40 year on-air veteran, **Gary Burbank**, took over the MC duties at the Annual Awards Brunch (the scholarship winners are posted on www.theconclave.com) where he also performed as his alter ego and syndicated radio character, **Earl Pitts**. Following the awards festivities, Burbank introduced Conclave Keynote presenter, **Fox Radio and TV's Alan Colmes**. Colmes presentation, "Red, White, and True," discussed the merits of liberal media fitting in with the proliferation of conservative talk. Following his presentation, Colmes and Burbank had discovered a mutual respect for one another. Stated Burbank in a fun note to Colmes, "I very much enjoyed your speech. It took a lot of courage to stand in front of the angry white guys foaming at the mouth talk show hosts, and be tolerant, funny, and articulate. Strange concept. And what's this 'diversity' you speak of? You made a new fan." Alan Colmes, equally impressed by the comedy of Gary Burbank, enjoyed his Conclave experience, "It was an honor to deliver The Conclave's keynote address and discuss how 'The Future Ain't What It Used To Be'. I was inspired to be among such dedicated professionals and encouraged by the level of passion and commitment we all share about this crazy business. Thank you for giving me the opportunity to be with you, as we begin the march toward an exciting future together."

Twin Cities club favorite **G.B. Leighton** is off to a strong sales start on his new album *This Life!* Many Clavers met him last weekend, and several were present for an incredible show last Saturday night! KBMX/Duluth is a "Summertime" station!! **Liquid 8 Records**

ARBITRON AT THE CONCLAVE AND BEYOND! Arbitron's **Bob Michaels** revealed a boatload of new research gleaned by his company's examination of listening AND viewing habits of PPM participants. In addition, he revealed a hip new website expressly for LEARNING about Arbitron: www.arbitrontraining.com! He reminded Clavers that this FREE site offers videos, manuals, and tons of material which will help radio veterans and rookies alike navigate through the ratings process. He also invited his student body to travel to Columbia, MD for Arbitron's annual PD Seminar...which now extends 2 full days at the Sheraton/Columbia on August 27-28th. Visit www.arbitron.com for details!

If that Yugo tends to drive a wee bit fast for your tastes, then the second annual **Chris Frenz** KGLO Tractor Ride is probably more your speed. Named after the news director at KGLO-AM/Mason City, IA, the event features over 200 tractors racing across Iowa and Minnesota, and features overnight stays in Albert Lea and Austin. Riders also get a spambastic tour of Hormel's Spam Museum.

Champaign, IL Spring Book: **Saga's** country WIXY and Hot AC WLRW both see strong gains for top slots. WIXY 10.3-16.1, WLRW 6.1-9.3, WDWS-AM 11.5-7.8, WQQB 5.5-6.2, WKIO 7.9-5.7, WCZQ 4.8-5.2, WHMS 8.5-5.2, WGKC 4.8-4.7, WEVX 1.2-3.6, WIAI 2.4-3.1, WPGU 3.6-2.1, WBCP-AM 2.4-1.6, WEBX 0.6-1.6, WLS-AM 3.6-1.6, WGN-AM 1.2-1.0, WWHP 1.2-1.0, WBBM-AM 0.6-0.5, WSCR-AM 0.6-0.5. Fall '02 – Spring '03 comparison

The Beu Sisters made strong impressions at LAST YEAR'S Conclave, and this year "I Was Only (Seventeen)" is making waves at KURB, KHOP, WSNE, and WAEB. Coming to T40 in 2 weeks. **S-Curve**



ATTEND CONCLAVE 2003? WIN AN OPPORTUNITY TO RETURN NEXT SUMMER AT NO COST! If you were at Conclave 2003, within a few days you'll be receiving an important survey from Troy Research. Please take the 3 minutes 53 seconds it takes to give your opinion on your Conclave experience. Your feedback will help make for an even better Conclave 2004...AND you'll have a chance to win one of TWO Conclave tuitions to next summer's event (worth up to \$499).

Changes. New MD's have been named at **Waitt's** KQKQ & KCTY/Omaha: **Lucas** is the new Sweet 98 music maven, while **Slash** now handles The City's musical chores...**Patti Masten** is KKRD/Wichita's new APD (she also handles mornings) and PM driver **Diego** becomes the **Clear Channel** T40's new MD...**Midwest Communications'** T40 WIFC/Wausau has hired **Trace Neeley** for morning cohost duties; she's inbound from KNEV/Reno...Classic rocker WAOR/South Bend, IN PD/Morning cohost and Conclave Superstar **Kevin Redding** checked in with *The TATTLER* this week to announce that the "**Kevin and Bradshaw**" morning show has more than doubled in the just-released 12+ ratings for the market, and saw nice gains in its 25-54 numbers...To celebrate **Mick Jagger's** sixtieth birthday, **Bonneville** classic hits station "97.1 The Drive" (WDRV/Chicago) is playing 60 songs by **The Rolling Stones** in a row today...**David Brancaccio**, host of **Minnesota Public Radio's** "Marketplace", moves to **PBS** as cohost of "Now with **Bill Moyers**." As of September 1, "Marketplace" senior producer **David Brown** will take over as host.

Peoria, IL Spring Book: **Triad's** AC WSWT holds the top slot. WSWT 10.2-11.6, WPBG 9.1-11.1, WGLO 7.8-7.4, WMBD-AM 6.3-6.3, WXCL 5.2-5.8, WZPW 5.7-5.5, WIXO 5.0-5.3, WFYR 5.5-4.2, WDQX 2.9-3.9, WWCT 4.4-3.4, WPPY/WRVP 4.4-3.1, WOAM-AM 3.4-2.4, WLS-AM 3.7-2.1, WWFS-AM 1.8-2.1, WBNQ 2.1-1.8, WPEO-AM 1.6-1.1, WBWN-FM 1.3-0.8, WPMJ 0.3-0.8, WGN-AM 1.6-0.8, WAAG 1.0-0.5, WJPL 0.8-0.5, WSCR-AM *-0.5, WVLE-AM *-0.5, WBBM-AM 0.5-0.1. Fall '02 – Spring '03 comparison

A CONCLAVE THANKS! The Conclave wishes to extend thanks to all participants, performers, and attendees for being part of this record setting event! A special thanks is extended to the 2003 Conclave partners: **All Access, Arbitron, BDS Radio, BMI, Brown College, First MediaWorks, GetSmartDesign.com, McGathy Promotions, Mediabase 24/7, Musictech, Premiere Radio Networks, Ratethemusic.com, Specs Howard School for Communication Arts, Troy Research, and Webspins.**

Quad Cities, IA-IL Spring Book: **Clear Channel** Country WLLR commands over five shares over the next station. WLLR 15.0-15.2, KCQQ 11.2-9.7, WHTS 7.6-8.4, WOC-AM 5.1-8.1, KMXG 6.6-6.8, KBEA 3.6-5.5, KUUL 5.3-5.5, WXLP 5.1-5.5, KORB 6.1-5.0, KBOB 3.1-4.7, WKBF 3.8-3.4, WGN-AM 1.3-1.8, WKEI-AM 0.5-1.8, KJOC-AM 0.8-1.0, WMT-AM 0.8-1.0, WSCR-AM 0.5-1.0, WLLR-AM 0.5-0.8, WJRE 0.5-0.5. Fall '02 – Spring '03 comparison

The Conclave Learning Conference - **PARADIGM 2004: IT'S FULL OF SHIFT!** July 14-17 at the Marriott City Center in Minneapolis! Mark the dates NOW! Consult your Conclave registration materials for a earliest-bird tuition of \$175 bucks until September 1st!!

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PRESENCE

"Remember"

Added at WRIF, WIIL,
WLZX, KIBZ!

Already 20x at WJJO.

Stole the show at the

Conclave Rock Showcase!



CURE

It looks like the long-rumored changes at 560 WEBC/Duluth are going to become reality on Monday morning. **Clear Channel** recently acquired the station from **Regent Broadcasting**, and plans to air its regionally-syndicated "Fan Network" programming on the station. In a press release on Thursday, the Company said that Fan programming will air 6am to 7pm weekdays, and 6am to 2pm Sundays. The remaining schedule has not yet been announced. In the changeover, **Dave Kuharski** and two other part-timers will exit the station. "The **Rush Limbaugh Show**" will be displaced, as well as **Hubbard Radio Network's** KSTP (AM)-based **Joe Soucheray** program. Veteran local host **Lew Latto** will also be displaced, but is announcing that he will be heard somewhere on the dial on Monday morning. **Dave Walter** will retain his post as WEBC Program Director. Market analysts expect that **Midwest Communications** will pick up some of the displaced programs as it owns three AM signals in the market, but no firm plans have been announced so far.

EDDIE & JOBO TO KEYNOTE TALENTRAK 2003 IN OCTOBER! The Conclave announces TalenTrak 2003, the Affordable Seminar for On-Air Radio Talent featuring WBBM-FM's **Eddie & Jobo** as special keynoters! On October 25, 2003, The Conclave will present TalenTrak, a one-day seminar designed to help radio personalities improve their skills and get their careers on track. The admission price – **just \$49** – and location – the Holiday Inn/Chicago City Centre, Chicago, IL – make it possible for just about anyone who wants to come, to do so. The seminar's faculty includes many Chicago, Milwaukee, and nearby large market program directors and air-talents including **Eric & Kathy**-WTMX/Chicago, **Rod Phillips**-WKSC/Chicago, **Patty Martin**-WDRV/Chicago, **Mike Stern**-WLZR/Milwaukee, **Mary Ellen Kachinske**-WTMX/Chicago, **Eric Bradley**-B96/Chicago, **Bill Klaproth**-WLUP/Chicago, who'll serve as the day's Trakmaster! The agenda will include presentations on what makes radio personalities successful; show prep; career advice and Q&A with the faculty; and one-on-one aircheck sessions. Over 100 students enjoyed last year's TalenTrak, many calling it the best weekend of their professional careers. Find out why by attending TalenTrak this fall! Details can be found at www.theconclave.com!

South Bend, IN Spring Book: Artistic Media Partners' T40 WNDV holds on to #1. WNDV 12.3-12.5, WNSN 11.6-11.8, WBYT 9.0-9.0, WSMK 8.0-8.0, WAOR 3.3-7.6, WSBT-AM 7.6-7.3, WRBR 5.6-6.6, WUBU 5.3-4.5, WZOC 4.0-3.8, WZOW 3.0-3.5, WFRN 1.7-2.1, WHLY-AM 3.3-2.1, WGN-AM 1.3-1.4, WHFB 1.7-1.4, WLRX 2.0-1.0, WHME **0.7, WHPZ 1.3-0.7, WLS-AM 1.0-0.7, WZUW **0.7, WNDV-AM **0.3. Fall '02 – Spring '03 comparison

Zoe Communications' new signal at 106.3 WPLT/Spooner, WI has signed on with a country format. Known as "King Country 106.3", the station debuted Thursday (7/24) at 3:30pm, and is running 5,000 songs commercial free. WPLT is a Class A signal with 6kW at 100m, and has strong coverage in Washburn County as well as parts of Barron, Burnett, and Sawyer counties. Zoe also operates nearby stations 940 WCSW/Shell Lake, WI and 95.3 WGMO/Shell Lake, WI.

The Magic is gone - WJMK/Chicago drops the "Magic 104.3" moniker and is now "Oldies 104.3" (a return to its old nickname), and drops some of the newer titles in its playlist to concentrate on the late '50s to mid '70s. **Infinity** has been moving in this direction with a few of its oldies stations on a national level (including WCBS-FM/New York).

Coming
in August!

Scott Laurent *the truth is lies*

Opened the Triple A Symposium at Conclave 2003!

Changes, Too. **Cindy Austin** joins Country WFBE/Flint as Promotion Assistant and overnigher, moving from Top 40 WIOG/Saginaw...**Mandy Hanks** joins WIOG/Saginaw as morning show producer, inbound from Top 40 WWCK/Flint...**Lisa Evans** moves from weekends to middays on Top 40 KDGS/Wichita, replacing **Stacey Perez**...**Sparxxx** moves from part-timer to overnights at KQKQ/Omaha, replacing **Tricia**, who left for KZHT/Salt Lake City...**Dan Terhaar** joins WCCO-AM/Minneapolis as morning sports anchor...**Brian "Fig" Figula** joins Hot AC WQAL/Cleveland, inbound from a position of nights/MD at WDBR/Springfield, IL...**Joe McMillan** already voice tracks the afternoon drive at "Q-Country 102.9" in Ogdensburg, NY and does weekends live at WROR/Boston. Now, he adds 7-12mid on the Oldies format of **Waitt Radio Networks**, based in Omaha! Yikes!

Minnesota Public Radio has a new signal as 88.3 KBPN/Brainerd just signed on last Friday night (7/18). It adds the MPR news service to the Brainerd area. KBPN runs 5,000 watts ERP @ 680 feet above average terrain. The new station is combined into a shared antenna with existing MPR classical station KBPR (34,000 watts @ 680 feet HAAT).

Changes, 3. **Scott Holt** joins KKPN and KCCG/Corpus Christi as PD, exiting the OM position at **Central Wisconsin Radio** at Stevens Point (WSPT)...**Sylvia Ewing**, former WTTW-TV producer, joins non-com WBEZ/Chicago as producer for the midday "Eight Forty-Eight" show...**Ashleigh**, recent University of Kansas graduate, joins Top 40 KLZR/Lawrence, KS as morning co-host, replacing co-PD **Courtney Aita**, who moves to middays...**Joey Hoops**, Promotions Director/Night Host at T40 WZEE/Madison, adds APD stripes at the station!

Availz. **Greg Dunkin**, Operations Manager at Hot AC WENS and AC WYXB/Indianapolis, will be exiting within a couple weeks. Reach out to Greg at the station at (317) 684-8406, on his cell at (317) 590-1112, or at gdunkin@emmis.com, or gdunkin1.net...Twin Cities/Midwest radio broadcast legend **Domino Rippie (Bill Matthews)** is looking to talk to old friends and family from the industry. He has recently contracted terminal lung cancer, though he is in good health right now. Reach out to Domino at (417) 345-4241 or (417) 345-2554.

Jobs. **Saga's** Mainstream AC KLTJ/Des Moines is looking for an upbeat, one-one PM drive communicator. Send T/CD & R to PD **Tim White**, 1416 Locust, Des Moines, IA, 50309...**Emmis'** Hot AC WENS and Mainstream AC WYXB/Indianapolis is looking for an Operations Manager. Talk to Emmis/Indianapolis Market Manager **Tom Sevarino**, 40 Monument Circle, Suite #600, Indianapolis, IN, 46204...Rhythmic KDGS/Wichita is looking for greatness in middays. Send T/CD & R to **Greg Williams**, 2120 N. Woodlawn, Suite 352, Wichita, KS, 67208, or e-mail everything to gregthehitman@aol.com...**Clear Channel** rocker 93KXLP/Mankato needs versatile part-timers who can also fill-in during weekdays as needed. It's a rare opportunity to join a Southern Minnesota heritage station, so get your T&R to OM **Terry Cooley** at 1807 Lee Boulevard, North Mankato, MN 56003...**Salem Communications** of Milwaukee needs a full-time staffer for 105.3 The Fish, a Contemporary Christian format. The format has to matter to you, and you must walk the walk and live the life. Experience in the format and knowledge of digital platforms is very helpful. Apply now to **Danny Clayton** at 105.3 The Fish, 135 South 84th Street, Suite 310, Milwaukee, WI, 53214 or email resume and MP3 to DannyC@SalemMilwaukee.com...**Red Rock Radio** is looking for staffers for its T40 92.1 WWAX/Duluth; get in touch with PD **Miles Riker** at 501 Lake Ave South, 2nd Floor, Duluth, MN 55802, or call (218) 722-0921. All jobs listed in *The TATTLER* are presented free of charge and represent equal opportunities.

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