

THE
MAIN STREET
Communicator Network
TATTLE R

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

The music industry delivered copies of 1,075 subpoenas to a congressional subcommittee in response to a request by Senator **Norm Coleman**, who solicited labels for information about the industry's crackdown on Internet music trading, according to today's *Minneapolis Star-Tribune*. The Minnesota Republican Senator chairs the Senate's Permanent Subcommittee on Investigations, and said he was pleased that the recording industry had responded "in such a timely, thoughtful and thorough manner." The **Recording Industry Association of America** announced in June that it would begin suing individuals who trade copyrighted songs online. But first, the association is waging a legal battle against Internet service providers to subpoena their subscribers' names. Last month, Coleman asked the association to provide copies of all subpoenas it has obtained, as well as information on how the association decides which users to go after and what measures it is taking to protect innocent computer owners. Yesterday was the deadline for the industry to provide the information. Now that Coleman has the subpoenas, he'll schedule hearings to further investigate the matter.

Ft. Wayne, IN Spring Book. **Fort Wayne's** CHR/Rhythmic WJFX widens its lead. WJFX 8.0-10.4, WOWO-AM 7.7-9.1, WLDE 6.5-8.1, WQHK 8.0-7.6, WFWI 5.9-7.0, WAJI 7.5-6.7, WMEE 6.2-6.7, WBYR 6.0-5.7, WSHI 7.2-5.5, WBTU 3.3-3.9, WNHT 3.9-3.7, WGL-AM 1.6-1.7, WCKZ 1.1-1.5, WONO-AM 1.8-1.3, WXTW 1.8-1.3, WFJZ 1.1-0.8, WFCV-AM 0.0-0.7, WYLT 0.5-0.7, WJOT 0.0-0.5, WLW-AM 0.0-0.5, WMRI 0.0-0.5, WXKE 0.0-0.3. Fall 2002 – Spring 2003 comparison. 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**.

The story continues to unfold with **Fountains of Wayne**, as "**Stacy's Mom**" continues to gain a laundry list of new stations each week. New adds are in from KMBY, WXXX, WRHT, KLAL, WAEZ, WYOY, WIXM, KKCK and more. And on the air, it's spinning at WMYX (26x), WZPL (25x), WBMX (12x), WTBX (23x), KFBZ (17x), KALC (31x), WIXX (16x), WHTS (24x), WIFC (22x), WNDV (9x). Thanks to the incredible video, this one's already familiar to your audience. Make life easy – add your next big hit! **S-Curve**

Did you catch **Presence** on **Lou Brutus'** syndicated "Hard Drive" program last week? "**Remember**" sounded great as it got its first national showcase spin on dozens of active rockers, and it's already in regular rotation at WRIF, WKLQ, KORB, WJJO, WWBN and more. **Curb**



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!

Entercom's Country WDAF-A/Kansas City broke into the FM band this past Sunday (8/10) at noon, replacing Smooth Jazz KCIY at 106.5. The station has now identified itself as "Country 106.5" and will simulcast on 106.5 in addition to 610AM. To help with the launch, Entercom has enlisted the talents of former WYAY & WKHX/Atlanta OM **Dene Hallam** to take on Ops. Mgr. duties for WDAF. Hallam joins current PD **Ted Cramer** in a three-way battle for Kansas City's Country audience. Hallam previously held positions in town as the VP/Programming at KCMO-AM/FM and PD of KUDL. "This is the job I've been waiting for," adds Hallam. "**Pat Paxton** (Entercom's Sr. VP/Programming) told me that they welcome PD's who are independent thinkers. It's already been a blast working with Ted Cramer, morning man **David Lawrence** and all of the talented staff at the legendary WDAF! In the 80's I used to work for Z, so it's a homecoming of sorts. Even my beloved daughters' Grandmother lives here!" The 610 frequency will transition to Sports within a month.

Evansville, IN Spring Book. **South Central's** AC WIKY continues to dominate, and squashes **Regent's** AC WJLT, which plummets from 7.4-3.4 in its first book since flipping from Country. WIKY 19.1-20.1, WKDQ 11.1-13.6, WSTO 5.4-7.6, WDKS 8.9-7.3, WJPS 4.6-5.9, WGBF-FM 6.0-5.6, WABX 4.3-4.5, WEOA-AM 4.3-3.7, WGBF-AM 4.0-3.7, WJLT 7.4-3.4, WYNG 1.4-2.8, WYXY 4.3-2.8, WBKR 1.4-2.0, WSON-AM 2.6-1.7, WGAB-AM 0.9-1.1, WRAY 1.4-0.8, WYFX **-0.8, WRCY-AM **-0.3, KCMO-AM 0.4-0.4, KCVT 0.4-0.4, KFME 0.4-0.4, KKJO **-0.4, KMBZ-AM **-0.4, KNZA 0.4-0.4, KSRC 0.4-0.4, KUDL 0.4-0.4, KZPL **-0.4. Fall 2002 – Spring 2003 comparison

Layne Larson is getting ready to be a part of WMT-FM's 40th Birthday Bash in September in Cedar Rapids. Her single "**Wait For Me**" is breaking out at Midwest radio including KWYR, KQKY, WWAX, KELO and more. **Stockinrock**

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 'blow-away' earliest-bird tuition of \$175 bucks until September 1st!!





Layne Larson
wait for me
 On KWYR, KELO, KQKY,
 Ask about Layne's
 availability for
 YOUR next station

"A natural...!" -Jim McVay



Marking the third regional reorganization within the past 2 years, **Clear Channel** has announced three new regions – and realignment inside seven more. The company creates Central, Rocky Mountain and North-west regions, and fills the three new SVP positions internally. Some Clear Channel reshuffling – SVP/West Coast **Charlie Rahilly** replaces the SVP/Southwest Central Region, and SVP/South Florida **Peter Ferrara** replaces SVP/Mid-Atlantic Region **Jim Shea**, as Conclave faculty member and Plains VP **Jay Meyers** is moving to Florida, while **Harve Alan** and **Dave Lange** exit.

MercyMe is at #22 pop this week. The surprise hit of the Summer is “**I Can Only Imagine**”, and each week more and more stations put it on and witness its response! Just added: KFRX, W I H T, WABB, KSII, KYIS, WLEV, KKBA, WKJY, WOBB, WMAS, WRVF. And already on: KMXV (33x), KQKQ (15x), WWWQ (17x), KKRK (17x), WDJX (36x), WHZZ (15x), WRVW (70x), WHTS (27x), WIFC (35x), WDBR (39x), WKHQ (28x), KZIA (14x). **Curb/INO Records**

Sioux City, IA Spring Book. T40 KGLI comes out on top, with **Powell's Country KSUX** less than two shares behind. KGLI 14.6-14.1, KSUX 12.3-12.7, KSEZ 15.4-10.4, KSCJ-AM 6.9-9.9, KZSR 6.9-9.9, KKYY 1.5-7.0, KKMA 10.0-5.6, KSFT 6.9-5.6, KMNS-AM 3.1-3.5, KWMT-AM 2.3-2.1, KQCH 1.5-1.4, KWSL-AM 2.3-0.7, WNAX-AM *-0.7, WNAX-FM 0.8-0.7. Fall 2002 – Spring 2003 comparison.

BIGGER? BETTER? Commentary from *The TATTLER* - A couple of items in *INSIDE RADIO* hit my desk this week which bear examination. The first was a **Clear Channel** advertisement called “Know The Facts” (not to be confused with a new Letterman routine). In the ad, an argument is attempted leading the reader to believe “radio is the least consolidated segment of the media industry – by far.” It cites music, film, ad agencies, and cable as having more ownership concentration than radio. No one has ever disputed that fact those media are more consolidated. However, radio remains the only mentioned industry whose medium – the airwaves – is owned by the public. Long ago, our forefathers decided the airwaves shouldn't be licensed to just a few owners, but to many. It was a smart decision then, and remains so today. When the Powell **FCC** tried to move rulemaking toward more consolidation earlier this summer, the public cried so loudly that Congress heard...and reacted. When respected groups like Clear Channel continue to compare radio to industries which don't operate on public frequencies, they only hurt their own cause. Our citizenry – and industry - is smarter than that. Item #2, also from *INSIDE RADIO*, quotes **Radio One's Mary Catherine Sneed** as observing that radio – in spite of dramatic consolidation – is still “diving for dollars”, noting that some operators are still very much in the “dollar a holler” mode. Chances are someone in your market is still playing the game of offering unreasonable discounting, just to make the sale. Didn't we all think that this would be the one thing – giving away the store – that would cease in the post-consolidation era? Apparently not. And, obviously, because this bad habit of radio continues, our industry will never be all that it can be. So please Lowry, Mel, Bob, Jeff, and the gang, you are the stewards of our frequencies. You've made your companies bigger. And that's okay. Now, please focus on making this industry better. That would be even more okay! (TK)



PRESENCE
 “Remember”
 WJJO 18x WRIF
 WKLO KORB WBN

Skywind's “Deep Blu” continues to work and play well with others, as new spins come in from KSEZ/Sioux City! KIBZ, WJJO, KRRO, WHMH, KARZ, WDRK, KFMW and more have already committed to this regional/D.I.Y. success story. **Atomic K**

Wal-Mart (the nation's largest retailer) wants five St. Louis stations to drop a paid spot taken out by United Food & Commercial Workers Local 655 that criticizes the retail chain's practices towards its employees. The retail giant recently sent a letter to KYKY, KEZK, WIL, KMJM, and WVRV demanding that the spot be pulled. The union is standing behind the ad and, to the extent we understand the law, Wal-Mart would have to prove actual malice on the part of the stations in order to prevail in any legal action against them. Stay tuned for further developments!

TOP TIP FOR TOP 40: **Plumb** and “**Real**” on **Curb!**

As hinted here weeks ago, **Tommy Austin**, former PD at KQKQ/Omaha, joins KHFI/Austin as PD, replacing **Jay Shannon**, who moves to sister KXXM/San Antonio.

Joplin, MO Spring Book. **Zimmer** has held the top three spots for three of the last four books. KIXQ 15.7-11.8, KXDG 8.4-11.2, KSYN 6.6-7.5, KBTN-FM 7.2-6.4, KMXL 2.4-6.4, KJMK 6.0-4.8, KKOW-FM 5.4-4.3, KJML 7.8-3.7, KMOQ 1.8-3.7, KQYX-AM 3.0-3.7, KCAR 3.0-2.7, KDMO-AM 1.2-2.1, KKOW-AM 0.6-2.1, KWXD 0.6-2.1, KGND *-1.6, KHST *-1.6, KIGL *-1.6, KBTN-AM 0.6-1.1, WMBH-AM 1.8-0.5. Fall 2002 – Spring 2003 comparison.

Kory and the Fireflies – opening this week for the Goo Goo Dolls all over the Midwest – has revived the timeless “**For What It's Worth**” and it ships next week. Before the box on KKRL, KAYL and KQIC to great response. **Stockinrock**

RUMOR: Have radio stations in several Midwest markets been subject to a scam by a person posing as an **XM** employee? Like **Jesse James**, will this person meet his fate in Minnesota?

Our deepest condolences go out to the family and friends of **Journal Active Rocker KICT/Wichita** morning sports/traffic reporter **Scott Stocki** who died suddenly Thursday morning (8/7) of a heart attack as he was preparing to go on-air. Scott was 42. He had been at KICT about a year and he had been at KRZZ/Wichita for about 4 years before that. Scott was a native of Wisconsin who had also done on-air stints in Green Bay and on WLZR/Milwaukee. A memorial service was held Monday (8/11) in Wichita, and another is scheduled for Monday (8/18) in Green Bay, Wisconsin. KICT PD **DC Carter** informs us that the station has set up a memorial fund to help his family with funeral expenses. Donations should be sent to: Scott Stocki Memorial Fund, c/o Broadcast Professionals of Wichita, 14 South Lakeview, Goddard, KS 67052, with checks made payable to BPW.

Here are your 2003's inductees into the Radio Hall of Fame: **Gene Autry**, **Westwood One** host **Jim Bohannon**, Los Angeles talk vet **Michael Jackson**, **Viacom** head **Mel Karmazin**, and WGN/Chicago's **Orion Samuelson**. Congrats to all!

Stacy's Mom fountains of wayne

WMYX 26x,
WZPL 25x,
KALC 31x,
KMBY, WXXX,
WRHT, KLAL,
WAEZ, WYOY,
WIXM, KKCK



Terre Haute, IN Spring Book. Emmis's Country WTHI is #1 again 22.8-21.1, WMGI 14.9-14.7, WWVR 9.8-11.6, WAXI 4.7-4.8, WLEZ 7.4-4.8, WSDM 6.5-4.4, WACF 2.3-4.0, WCBH 1.9-3.6, WWSY 1.4-2.0, WLS-AM 1.4-1.6, WMMC 1.9-1.2, WIBC-AM 0.5-0.8, WWBL 1.4-0.8, WBOW-AM 0.5-0.4, WIAI 1.4-0.4, WTYE *-0.4. Fall 2002 – Spring 2003 comparison.

After dropping the **Howard Stern** show a few weeks ago and stunting with all-Polka music (dubbed on-air as "Good Times for Jolly People" in the mornings), Madison area Hot Talker WTLX ("100X") has added the syndicated Milwaukee morning duo "**Bob and Brian**" (**Bob Madden** and **Brian Nelson**) as its new morning show. Effective August 25, they'll host mornings on WTLX and WLZR, while they look to add more affiliates in the Midwest. The duo was previously also heard on WAPL/Appleton and WMZK/Wausau, but those stations chose to change back to a local show. Now, Bob and Brian are hoping to add their show to different stations in the Appleton, Green Bay, and Wausau areas and hint that an announcement may be forthcoming!

Appleton, WI Spring Book. **Midwest Communications** has the top two spots for the fourth book in a row. WNCY 10.4-13.2, WIXX 9.2-10.6, WWWX/WXWX 5.6-6.2, WAPL 5.8-6.0, WVBO 4.6-5.8, WROE 8.0-5.3, WNAM-AM 5.8-4.8, WHBY-AM 4.8-4.6, WPCK/WPKR 2.7-4.5, WOZZ 7.7-4.3, WKSZ 3.1-2.6, WTAQ-AM 1.9-2.6, WOGB 2.2-2.4, WQLH 2.4-2.4, WOSH-AM 1.7-1.4, WZOR 1.2-1.4, WLYD 0.7-1.2, WTMJ-AM 2.2-1.2, WSCO-AM *-1.0, WDUZ-AM *-0.7, WECB 1.0-0.7, WIFC *-0.7, KFIZ 0.7-0.5, WDUX-AM *-0.5, WMBE-AM *-0.5, WRVM 0.7-0.5. Fall 2002 – Spring 2003 comparison.

Minneapolis-based **Liquid 8 Records** – a division of Fingerhut, Inc. - has bought L.A.-based record label **Riviera/D3 Entertainment**, which is home to a number of acts including **Keith Sweat**, **Jesse Powell**, **Mo Thuggs**, **Insane Clown Posse** and **Fear Factory**. Those artists join the current Liquid 8 stable, including artists like **Daryl Hall**, **Midnight Oil**, and **G.B. Leighton**.

HAC WTMX/Chicago's morning team of **Eric & Kathy** began their annual thirty-six hour radiothon for the Children's Memorial Hospital at 6am this morning (8/15) through 6pm tomorrow (8/16). The MIX morning show hosts will broadcast live from the lobby of the Children's Hospital interviewing patients, parents, doctors, nurses, staff and volunteers who will share their moving and heartfelt stories with listeners in hopes of raising money for the hospital.

Green Bay, WI Spring Book. **Midwest Communications** has the top two spots for the fourth book in a row. WNCY 11.9-12.8, WIXX 10.8-10.0, WQLH 7.4-7.6, WOGB 7.4-6.9, WTAQ-AM 4.8-6.9, WLYD 6.3-5.2, WZOR 3.0-5.2, WAPL 3.3-4.5, WJLW 4.1-3.8, WDUZ-AM 4.8-3.1, WKSZ 4.5-3.1, WOZZ 2.2-2.8, WNFL-AM 2.6-2.4, WROE 1.5-2.1, WXWX 3.3-2.1, WNAM-AM 1.1-1.7, WPCK/WPKR 1.1-1.3, WBDK 1.5-1.0, WECB 0.7-0.7, WRVM 1.9-0.7, WAUN 0.4-0.3, WBJZ *-0.3, WCUB-AM *-0.3, WHBY-AM 0.4-0.3, WISN-AM *-0.3, WSFQ 0.7-0.3, WTMJ-AM 1.1-0.3, WVBO 0.4-0.3. Fall 2002 – Spring 2003 comparison.

The NEW
G.B. Leighton

THIS LIFE

Shipping soon-
"All I WANT IS
YOU"



G.B. Leighton: Added at KBMX/Duluth! He's the crowd pleasing favorite whose performances draw rave reviews in city after city! His single, "**All I Want Is You**", is destined for the charts!. **Liquid 8 Records**

Changes. WVKS/Toledo morning star **Denny Schaffer** is switching to sister Talk WSPD-A for afternoons, starting (9/18). Meanwhile, KISS News Dir. **Tricia Courtney** is retiring, while **Fred LeFebvre** stays in the KISS morning slot, joined by afternoon talent **Johnny D...** **Clear Channel** Alternative WXEG/Dayton overnigher **Shoom** is officially upped to the PM drive slot previously vacated by **Boomer**, who is now doing mornings in addition to his MD duties...Non-com WBEZ/Chicago correspondent **Shirley Jahad** joins **Minnesota Public Radio's** NPR affiliate KPCC/Los Angeles as weekday afternoon local host for "All Things Considered"...the new Detroit Lions Coach **Steve Mariucci** has launched a weekly coach's show on **Infinity** Talker WKRK/Detroit, the team's new flagship station...AC WLTQ/Milwaukee married morning duo **Dick & Ellen Stout** have been split after twenty-four years on the air together. Husband Dick has been let go, leaving wife Ellen to hold down the fort...

What would Mulder and Scully do? Initially, WKQI/Detroit took credit for the crop circles in fields belonging to **Mike Esper**, crediting them to stunt guys Gallagher and Corky. Later, they denied involvement and apologized to all parties involved. Meanwhile, farmer Esper contacted crop circle expert (!) **Jeffrey Wilson**, who claims that the circles are not the work of humans. Right...

Topeka, KS Spring Book. Rock comes back as **Cumulus** KDVV rebounds to #2. WIBW-FM 13.1-13.9, KDVV 8.7-10.7, KMAJ-FM 9.5-8.6, KWIC 6.3-6.8, KCHZ 4.4-6.4, KMAJ-AM 4.4-4.6, KQTP 3.2-4.6, KLZR 5.2-3.9, KPRS 2.8-3.9, WIBW-AM 3.6-3.9, KTOP-AM 3.6-2.9, KQRC 3.6-2.5, KTPK 3.6-2.5, KCFX 1.2-1.8, WHB-AM 1.2-1.8, KMXV 0.8-1.4, KYYS 0.8-1.1, WDAF 1.2-1.1, KCMO 0.8-0.7, KFKF 0.4-0.7, KMKF 1.2-0.7, KRBZ 0.8-0.7, KAIR 0.8-0.4, KBEQ 0.4-0.4, KCIY 0.4-0.4. Fall 2002 – Spring 2003 comparison.

Saga's HAC KSTZ/Des Moines afternoon driver **Bobby Knight** is wrapping up his "Fair Eye For The Straight Guy" promotion. In a nutshell, Bobby asked that local gals bring their "fashion and grooming-challenged men" by the station's booth at the Iowa State Fair. Then, these hapless fellows were photographed and stuck on the station's website, with listeners voting for who they think needs the makeover the most. The "winner" will go for his "Make Over Day" tomorrow (8/16), including tanning, massages, haircut with coloring/highlights, and a \$500 shopping spree at a local mall.

Three Eagles Communications has named **Dr. Dave Michaels** as OM of its Mankato, MN group. Michaels is the former PD of WSTO/Evansville, and will begin his new post on Monday (8/18). He'll oversee Hot AC KEEZ ("Z-99") and newly-acquired classic hits station KRBI ("River 105").

Lincoln, NE Spring Book. News/talk reigns at #1 and #4. KFOR-AM 9.3-9.8, KZKX 8.0-8.1, KIBZ 7.7-7.5, KLIN-AM 5.4-7.1, KRKR 5.1-7.1, KFGE 5.8-6.1, KBBK 6.4-5.1, KFRX 5.8-4.4, KTGL 4.2-4.4, KQCH 3.2-2.7, KEZO 2.2-2.4, KFAB-AM 2.9-2.4, KKUL 4.5-2.4, KLMS-AM 2.2-2.4, KEFM 2.2-2.0, KLTQ 2.6-1.7, KOMJ-AM 2.2-1.4, KSLI 1.6-1.4, KBBX 0.6-1.0, KGOR 1.0-1.0, KQKQ 0.6-1.0, KSRZ 0.6-0.7. Fall 2002 – Spring 2003 comparison.

Sales, Requests, Research
= Multi-formatic **SMASH!**

MercyMe

*I Can Only
Imagine*

R&R CHR/POP 29

Added KFRX, WIHT, WABB, KSII, KYIS, WLEV,
KKBA, WKJY, WOBM, WMAS, WRVF



Changes, Too. Last Friday was **Johnny Stone's** last day as morning host/PD at Christian WZFS/Chicago ("106.7 The Fish"); he's assuming the PD/Morning chair at Christian WAWZ ("Star 99.1") in Suburban New York City, as of September 1... **Bonneville** has flipped KKDV/San Francisco ("95.7 The Drive") to country, after just over a year with the no hype/classic hits format; the station was closely modeled after sister station WDRV/Chicago ("97.1 The Drive"), which continues to gain critical praise and formidable ratings... Congrats to KFBZ/Wichita MD/middayer **Sunny Wylde**, who has just been promoted to APD of the **Entercom** Mod AC outlet... A new tribute website devoted to **Todd Storz** and the "World's Happiest Broadcasters" at WHB/Kansas City has been unveiled; visit www.worldshappiestbroadcasters.com.

Hubbard Broadcasting has filled out its producer roster for KSTP-FM (KS-95) Twin Cities; **Keith Miller** has joined as the new Assistant Producer of the "**Van and Cheryl**" show while **Ryan Roos** has joined as Producer of the "**Moon and Staci**" show in afternoons. Keith comes from a position with the morning show on Kiss 107 in Cincinnati while Ryan makes the trek up Hwy 169 to Minneapolis from **Three Eagles'** Hot AC KEEZ ("Z-99").

After working inside the WJON/St. Cloud News Department as reporter, ND, Public Affairs Director, etc. since 1965 (!!!), **Paul Stacke** has announced that he'll retire in October. WJON News Director **Lee Voss** says there'll be a memorable ceremony when Stacke signs off, and that his position will be difficult to fill. Voss says they're taking as many applications as possible to best evaluate who can fill Stacke's big shoes. See Jobs for details.

CONCLAVE 2003 TAPE/CD SALE! Session recordings are now available for the following presentations at Conclave 2003: Each **All Access** Conclave College Session - "Programming: The Total Picture" with **Mike McVay**, "Marketing On A Budget" with **John Lund**, "The Physiology of the Listener" with **Dr. Perry Buffington**, "The Super Session" with **Joel Denver**, **Jay Meyers**, **Ginny Morris**, and **Carl Gardner**, "Embedded-A Report From the Front" with **Ross Simpson**, **Art Harris** and **Don Shelby**, "The Top 40 Format Symposium", "The **BMI/Willie Nelson** Legends Luncheon", "Habits of Effective Air Personalities" with **Elroy Smith**, "The Rock Symposium", "The Awards Brunch with **Gary Burbank/Earl Pitts**", and "Red White & True" with **Alan Colmes**. Each cassette/CD is \$15 each, or 2 for \$25. Shipping is free! Send your remittance (cash, check or Visa/MC/Discover/Amex), preferred medium (tape or CD), and the sessions you desire to: Conclave Tape/CD Sale, 4517 Minnetonka Blvd, #104, Minneapolis, MN 55416.

The stunting of Tone Loc's "Wild Thing" at KANS/Topeka is (finally) over as the **3 Point Media** station goes Top 40/Rhythmic as Wild 92-9, "Topeka's Hottest Jams." PD **Michael Knight** kicked off the new station with **Wayne Wonder's** "No Letting Go" at 5pm. The station is running jockless for now but Knight is accepting packages at his Denver office. (see jobs.)

Condolences to family and friends of Sioux City, IA radio and TV pioneer **Dietrich Dirks**, who passed away Tuesday (8/12) at the age of 101. Dirks founded KWSL-A and KMNS-A radio and KTIV (TV) in the north-west lowa market and also served as Sports Dir. and then GM at KFAB-A/Omaha before founding the Sioux City stations.

MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD, #104, MINNEAPOLIS, MN 55416
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koryandthefireflies
"For What It's Worth"

...everybody look what's goin' down



Mason City, IA Spring Book. **Clear Channel** claims slots 1 through 3, with Country, Full Service, and Classic Rock, respectively. KIAI 12.4-14.7, KGLO-AM 8.2-9.5, KLKK 6.2-8.4, KLSS 11.3-8.4, KSMA 8.2-7.4, KYTC 6.2-7.4, KROC-FM 5.2-5.3, KAUS 5.2-4.2, KOEL 2.1-3.2, KRIB-AM 3.1-3.2, KYBA 2.1-3.2, WHO-AM 3.1-3.2, KCHA 2.1-2.1, KFMW 1.0-2.1, KIOW *-1.1, KOKZ 1.0-1.1, WMT-AM *-1.1. Fall 2002 - Spring 2003 comparison.

Changes, 3. Former WLLI/Chicago weekender **Luke Walker** (who also spent time at WKQX/Chicago) has been named morning host/promotions director at **Cumulus'** rocker KKNN ("95 Rock") in Grand Junction, CO... Suburban Chicagoland station 105.5 WWSZ is giving away a 1964 Pontiac GTO (valued at over \$30,000!) tomorrow during a live broadcast from the Gary Lang Auto Group with morning hosts **Michael Chew**, **Carol Vonn**, and middayer **Gary The Bagel Guy**... Former WTTS/Indianapolis PD **Jim Zeigler** has been named the new PD for **Citadel's** new Triple A acquisition WOKI/Knoxville; **Aimee Baumer** joins as the new MD, in-bound from WMPs/Memphis... WCKZ/Ft. Wayne PD **Don Walker** picks up additional PD stripes for WXKE and WXTW, replacing **J.J. Fabini** who was upped to OM for all three stations.

Bismarck, ND Spring Book. **Todd Mitchell** gains over four shares growth at KYYY on a station that was already #1! KYYY 17.4-21.6, KFYZ-AM 14.9-14.4, KBMR-AM 10.7-12.8, KQDY 10.7-9.6, KACL 7.4-8.0, KSSS 8.3-7.2, KBYZ 8.3-6.4, KKCT 5.8-6.4, KLXX-AM 1.7-3.2, KNDR 2.5-2.4, KXMR 3.3-0.8. Fall 2002 - Spring 2003 comparison.

Grand Forks, ND-MN Spring Book. **Clear Channel's** T40 KKXL-FM and rocker KJKJ score the top spots. KKXL-FM 12.5-14.8, KJKJ 15.8-13.0, KYCK 12.5-13.0, KSNR 7.5-7.4, KNOX-AM 3.3-4.6, KZLT 3.3-4.6, KNOX-FM 3.3-3.7, KCNN-AM 4.2-2.8, KDAM *-2.8, KKCCQ 1.7-2.8, KQHT 7.5-2.8, KROX-AM 5.8-2.8, KFGO-AM 3.3-1.9, KKBX 0.8-1.9, KKEQ *-1.9, WDAY-AM 1.7-1.9, KKXL-AM 0.8-0.9, KVOX-FM *-0.9, WDAY-FM 0.8-0.9. Fall 2002 - Spring 2003 comparison.

Jobs. The new **3 Point Media** T40/Rhythmic station KANS/Topeka is on, but jockless...and hiring! Rush your best work to: KANS, Attn: **Michael Knight**, 8975 E. Kenyon Ave., Denver, CO 80237... WNOU/Indianapolis is searching for an Imaging whiz. If you fit the bill, rush your package to: WNOU, Attn: **David Edgar**, 40 Monument Circle, Suite 600, 46204... **Regent Broadcasting** of St. Cloud has a rare opening for news anchor and reporter, as **Paul Stacke** is retiring in October. The position requires a Bachelor of Arts or Bachelor of Science degree. Interested parties should send tapes, resumes, and writing samples to Regent Broadcasting, attention **Lee Voss**, PO Box 220, St. Cloud, MN 56302. Resumes will be accepted through September 12, 2003... KWYR AM/FM is now accepting applications for a future full-time opening in Winner, SD. The position would be an evening on-air shift plus in-house technical/IT department. Candidates should have substantial knowledge of computer systems and how they work, including troubleshooting. Send packages to PD **Don Watzel**, KWYR Radio, 346 South Main Street, Winner, SD 57580... **Paul Bunyan Broadcasting** has a new Oldies station in Alexandria, MN. They're looking for a live, full-time midday announcer who can also handle some production duties. Send package to OM **Jack Hicks**, Paul Bunyan Broadcasting, PO Box 1656, Bemidji, MN 56619-1656. All jobs listed in *The TATTLE* represent equal opportunities and are presented free of charge.