

THE MAIN STREET Communicator Network TATTLE R

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

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 (until 10/1) – and location – the Holiday Inn/Chicago City Centre, Chicago, IL – make it possible for just about anyone who wants to come, to do so. To make TalenTrak even MORE of a bargain, take advantage of the group rate of just \$39 per person (if a minimum of 4 from the same station/group register at the same time), good until 10/1. 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. *Note: airchecks will be limited to the first 60 registrants!* That means, register TODAY for the nation's most unique day of learning! Details can be found at www.theconclave.com!

Clear Channel Des Moines OM **Mike Blakemore** has announced that he will become the PD of WJXB/Knoxville ("B-97.5") effective September 15. In Des Moines, Blakemore was OM of AC KMXD, Jazz KVJZ, and T40 KKDM.

A **TODDLER**...er, **TATTLE R**...EXCLUSIVE! Congrats to **Bob & Tom's Laura Gonzo** – who also "labors" as a Conclave Board member - and hubby **Randy** on the birth of Elliot Wilson on August 11th! Mother and son are doing fine, but we hear that Dad's a little weirded-out (If Randy's nervous NOW, just wait til Elliott gets his driver's license!!)



ADD KATT!
ON WRIF
WKLO
WJJO 18x
KIBZ 12x
WWBN
KORB
and more!!

R&R Active Rock 40
PRESENCE
"Remember"

Each week, **Fountains of Wayne** gains new fans of Moms-Dads-and Kids alike, and this week it's KBMX/Duluth, WCIL/Carbondale, and WDAY/Fargo. "**Stacy's Mom**" is getting spikes on KIIS/Los Angeles and the video is in the **VH1** Top 20. Your audience already knows this future hit; catch up with them, while there's still time! Currently playing on WIXX (19x), WIFC (20x), KQKY (20x), KALC (28x), KYKY (27x), WZPL (21x), KRTI (20x), WMYX (26x), KKRL (20x), WBMX (11x) and more. **S-Curve**

Springfield, MO Spring Book. Country rules the top two spots, with **Journal's** KTTS edging out **Clear Channel's** KGMV again. KTTS 12.4-12.4, KGMV-FM 7.3-8.4, KGBX 9.6-7.4, KTOZ-FM 6.5-6.6, KSPW 6.2-6.3, KKLH 3.4-4.5, KTXR 2.5-4.2, KWTO-AM 3.7-4.2, KOSP 5.4-4.0, KQRA 7.3-4.0, KXUS 5.6-3.7, KOMG 1.4-2.9, KSGF-AM 1.7-2.9, KHTO 2.3-2.6, KWTO-FM 3.1-2.6, KADI 1.1-2.1, KZRQ 2.5-1.8, KGMV-AM 1.7-0.8, KHOZ *-0.5, KTOZ-AM 0.6-0.5. Spring books found in this **TATTLE R** are 12+ persons, 6A-12P, M-Su, 6A-mid, Fall 2002 – Spring 2003 comparisons unless otherwise noted. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

In case you were wondering just how well **MercyMe's** "I Can Only Imagine" is researching, here's some **RateTheMusic** T40 scores: Females 18-24, #20, 54% familiarity. Females 18-34, #19, 52%. Females 25-34, #18, 48%. Hot AC Females 18-24, #19, 45%. Females 18-34, #19, 52%. Females 25-34, #24, 61%. Now, for some **Mediabase** numbers: Pop- Females 18-34, #6, 75.3%, Females 25-34, #2, 76.3%. Females 18-24, #15, 74.2%. Hot AC- Females 25-44, #6, 70.6%. Females 35-44, #8, 72.4%. Females 25-34, #16, 92.6%. If you target females, and you're not playing **MercyMe**...you ARE missing a big hit! Give your audience what they expect! **INO/Curb**

In spite of what you read in those other totally irresponsible rags of our industry, KQKQ/Omaha MD/PM driver **Lucas** isn't going anywhere, AND he's the new PD of the **Waite** T40...and **Stash** has been elevated to PD of sister Triple A KCTY (he'd been MD). **Brian Burns** is OM over both properties. And remember, you read all of this first in THIS totally irresponsible rag of our industry!

As a service to the **TATTLE R's** vast numbers of Internet readers (and to those who may be half-vast), this week there will be no references to "your application", "approved", "details", "wild screensaver" or "thank you". You're welcome...



LAYNE DOES LITE 104.9!

Stockinrock's Layne Larson joins KICD Lite 104.9/Spencer PD **Kevin Tulam** for an on-air visit as part of her on-going tour of Midwest radio!

**NEW
KSEZ!**



KFMW 21x,
KRRO 12x,
WHMH 9x,
WDRK 5x!

Deep Blu

SKYWIND  **Atomic K**

Layne Larson just wrapped up a successful radio promotion appearance for KICD/Spencer, IA. Now, KIOW/Forest City, IA has added "**Wait For Me.**" Take another listen to this soulful piano-ballad, and if you need another copy just visit "Our Music" at <http://www.main-st.net>. **Stockinrock**

Pittsburg, KS (Southeast Kansas) Spring Book. In the first survey in the market's history, **American's** country KKOW-FM scores the highest returns. KKOW-FM 19.1, KSYN 9.3, KKOW-AM 6.6, KBZI 4.4, KIKS 3.8, KJML 2.7, KKRK 2.7, KWXD 2.7, KIXQ 2.2, KSEK 2.2, KXDG 2.2, WDAF-AM 2.2, KINZ 1.6, KJMK 1.6, KKOY-FM 1.6, KMOQ 1.6, KMXL 1.6, KNMO 1.6, KOMB 1.6, KCAR 1.1, KCMO-AM 1.1, KGGF-FM 1.1, KHST 1.1, KKOY-AM 1.1, KLKC 1.1, KNEM-AM 1.1, KGGF-AM 0.5, KGND 0.5, KMDO-AM 0.5, KMXV 0.5, KQLL 0.5, KRLK 0.5, WIBW 0.5.

Minneapolis parents were disappointed to learn that the city's wading pools would be closed for the remainder of the summer (budget cuts, you know)...until St. Paul's **Hubbard Broadcasting** came to the rescue. Hubbard (KSTP-AM, FM, TV, etc.) contributed nearly \$14,000 to the city in order to keep the pools open. Said Minneapolis Park Board president **Bob Fine**, "It was difficult to close the wading pools, so the Hubbard grant was a most welcome gift". Reputedly, **Hubbard** President and Conclave faculty member, **Ginny Morris**, decided to front the money in order to provide KS95 PD Leighton Peck "a safe place to play in the water." Can you say "toy boat" fast, three times?

Presence ADD OF THE WEEK: KATT/Oklahoma City! "**Remember**" is rockin' the Midwest with strong support from WRIF, WKLQ, WJJO (18x!), WWBN, KIBZ (12x!), KORB and more. **Curb**

Fargo-Moorhead, ND-MN Spring Book. **Clear Channel** scores the top two positions with talker KFGO-AM and T40 WDAY-FM. KFGO-AM 17.3-14.5, WDAY-FM 10.0-10.6, KVOX-FM 11.3-9.7, WDAY-AM 6.9-8.8, KLTA 5.2-6.2, KQWB 8.2-5.7, KEGK **-4.8, KKBX 3.5-4.8, KDAM 0.9-4.0, KPFX 4.3-4.0, KRVI 4.3-3.9, KFAB-FM 3.5-2.6, KQWB-AM 2.6-1.8, KVOX-AM 2.6-1.8, KVMI 1.7-1.3, KDJZ 1.3-0.9, KFYZ-AM **-0.4, KRCQ 0.4-0.4, KZCR 0.4-0.4.

TOP HOT AC TIP: **Meatloaf** and "**Couldn't Have Said It Better**" on **Sanctuary**. It's classic Loaf, and will be in your hands this week!

DEAN JUSTIN TAKIN' CARE OF BUSINESS
featuring the HIT single, "Carry The Flag"



These BILLBOARD numbers mean "Business"!! -
#7 Country Single Sales
#42 Hot 100 Single Sales
#62 Country Single/Tracks
GOING FOR ADDS TUESDAY 9/2!
For more info contact SLR Records 612.874.6373
www.studiolexicon.com

More big adds are in during week two for **Laura Turner** at AC. KXLY, WTCB, WSRS, KKMJ, WJKK, WGYL, KVKL and more are on "**Soul Deep**". If you remember the impact artists like **Enya** and **Loreena McKennitt** have had on the format, you'll want to give this gem a strong audition. **Curb**

Hmmm Dept. This week, **Arbitron** released revised Chicago Spring book data on Maximiser and Media Professional to account for reportedly inaccurate audience estimates for Triple A WXRT, after the ratings company reportedly discovered a diary-keeper inaccurately reported listening to the station from 7a-7p weekdays and 9a-9p on weekends, when in fact the person only listened to WXRT for five minutes each day. It's good the ratings giant was able to catch the error, but what if it hadn't? It appears that this one book would have – according to *Inside Radio* – "made a difference" in the market's audience estimates. In other words, one errant diary in the nation's 3rd largest market causes a republishing of results. Imagine what the same diary would have meant in a market like Duluth, Fargo or Cedar Rapids...with far fewer diaries in the marketplace. It gives one pause to wonder...

Rockers **Skywind** are on the road -- as always -- playing to a growing national audience. Next week, they do a New York city showcase, then open for **Socialburn** in Florida, then do a few gigs in Ohio and Indiana, and finish up in Iowa. Whew!! New airplay on "**Deep Blu**" - KFMW and KSEZ, with WHMH, KRRO, WJJO, WDRK, KIBZ and more also spinning the track. **Atomic K**

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.

Congrats to the staff at Classic Rock WAOR/South Bend, IN who raised \$39,921 in two days with the 6th Annual Radiothon for Riley Children's Hospital. WAOR also sends their special thanks to **Sammy Hagar**, **Styx** and **Foghat** for donating signed incentive items.

TOP T40 TIP: **Plumb's** "**Real.**" Already established at Hot AC. Adding 9/15. **Curb**

fountains of wayne

ADDED KRBV, WDAY, KBMX
WCIL & MORE!!
KALC 28x, KYKY 27x,
WMYX 26x, WZPL 21x,
WIFC 20x, KQKY 20x,
KKRL 20x, WIXX 19x,
WBMX 11x!!



Former Imaging Director at **Emmis/Indianapolis**, **EJ**, has moved to cross-town **Mystar Communications** as Dir./Imaging for HAC WZPL, AC WTPI and N/T WXNT-AM. He will also be doing nights at WZPL. EJ replaces **Greg Browning**, who continues as the Commercial Production Director for WZPL, and adds similar duties for WXNT-AM. Greg will also be directly responsible for imaging News/Talk 1430 WXNT-AM and will voice-track overnights for WZPL, and, if that's not enough he has a new daily talk show on WXNT-AM weekdays from 6-8p, premiering in September.

Duluth, MN Spring Book. **Clear Channel's** Country KKCB adds to its lead in the market. KKCB 10.5-10.9, KQDS-FM 7.6-9.0, KDAL-AM 10.1-6.6, KTCO 5.5-6.6, KLDJ 5.9-6.3, WEBC-AM 5.0-6.3, WWAX 8.0-6.3, KDAL-FM 4.2-5.9, KRBR 8.8-5.9, KBMX 3.4-4.3, KZIO 1.7-3.5, WKLK-AM 2.1-2.3, WDSM-AM 0.8-1.2, WKLK-FM 1.3-1.2, KXTP-AM **0.8, KQDS-AM 0.4-0.4, WCCO-AM 0.4-0.4, WNXR 0.8-0.4.

Kudos to the staff at **Bonneville's** HAC WTMX/Chicago who raised a record breaking \$1,303,285 (and counting!) in just 36 hours last weekend during the **Eric & Kathy** 36 Hour Radiothon for Children's Memorial Hospital, with over 9000 donations contributed to the growing total!

Our sympathies extend to **Salem** syndicated talk show host **Hugh Hewitt**, who lost his father this past week. Filling his chair in Hewitt's absence this week has been former major league pitcher **Frank Pastore** and columnist/former KSTP-AM/Minneapolis host **James Lileks**, with a live nationwide broadcast from the Minnesota State Fair.

kory & the fireflies

for what it's worth



"there's something happening here..."

AND there's something happening at
KQIC, KAYL, KKRL and more



Traverse City, MI Spring Book. **Midwestern Broadcasting** is on top in the first three positions. WTCM-FM 12.0-14.0, WTCM-AM 8.3-8.2, WCCW 9.0-7.8, WKHQ 6.7-6.8, WJZJ/WLJZ 6.0-6.1, WKLT/WKLZ 6.3-5.8, WJZQ 1.0-5.5, WMKC 5.0-5.5, WGFM/WGFN 6.3-4.4, WKPK/WKVK 5.6-4.1, WFCX/WFDX 4.0-3.7, WLXT 4.0-3.4, WLDR 3.7-3.1, WMBN-AM **1.0, WBCM 1.3-0.7, WCZW **0.7, WHAK **0.7.

Changes. WZFS morning guy and former Conclave faculty member **Johnny Stone** moves to WAWZ/Middlesex as PD/morning host...**Clear Channel/Springfield, MO** has named **Paul Kelley** as OM, replacing **Mitch Baker** who recently left to take on Asst. OM duties in Omaha and Lincoln, NE...former WHMH/St. Cloud talent and current WXTB/Tampa MD **Launa Phillips** is stepping down from MD duties to focus on her mid-day show, with **Brian Medlin** assuming MD duties...Classic Rocker KQPR/Albert Lea, MN has signed PD and evening drive guy **Rod Hunter** to a 2 year extension...Urban WGC/Chicago has upped **John Coleman** (DJ Lil' John) to the position of Mix Show Coordinator...TV's KARE/Minneapolis (Channel 11) anchor **Paul Magers** will leave the station later this year. He's headed to KCBS/Los Angeles (Channel 2), where he will be lead anchor. He has been at KARE since 1983...**Clear Channel's** WHRL/Albany MD/night talent (and former member of **Stabbing Westward**) **Walter Flakus** heads to **XM** as MD/nights for the Fred channel. Walter starts up at Fred Monday (8/25)...Former KCLD/St. Cloud night slammer **Derek Lee** exits part-time at KTTB/Twin Cities ("B-96") for similar duties at **Clear Channel** T40 KDWB.



THE CONCLAVE PRESENTS

TalenTrak

SATURDAY OCT. 25, 2003
CHICAGO
HOLIDAY INN
CHICAGO CITY CENTRE
9AM-6PM

KEYNOTE!



**B96's
Eddie &
JoBo**

FACULTY • Bill Klapproth PD WLUP/Chicago
• Mary Ellen Kachinske PD, WTMX/Chicago
• Rod Phillips PD, WKSC/Chicago
• Patty Martin PD, WDRV/Chicago
• Mike Stern PD, WLZR/Milwaukee...More!

• **Some Assembly Required-1st Steps in Career Planning** • **Show Prep Magic with Eric & Kathy** • **The Secrets of Succeeding in Corporate Radio** • **Aircheck Clinic - Bring your aircheck CD or cassette! The first 60 registered will be receiving airchecks**

Tuition • Individual - \$49 Before 10/1 (\$59 after, but before 10/20)
Group - \$39 each for up to 4 from the same station/group before 10/1 (\$49 each after, but before 10/20!) \$69 At the door (No group discount)

HOLIDAY INN/Chicago- Special TalenTrak Weekend Rate \$130*- Call 612-787-6100
*a limited number of rooms are available; first come-first served!

For more info call 952.927.4487 or visit www.theconclave.com



An Abuse of "Power"? *Commentary* - Last week's power failure in 8 states and a Canadian province -- which included Cleveland, Akron, Detroit, Windsor, New York, etc. -- underscored the importance of **local** radio in communicating with a panicked public. Ironically, less than a week after the lights went out, **FCC** Chairman **Michael Powell** unleashed his "Localism in Broadcasting" initiative...a welcome change in direction for the current FCC. The outage also underscored the importance of back-up power generation for the medium, a lesson that had apparently been lost on many operators (including 8 stations in the major market of Detroit who were STILL off the air 24 hours after the power grid went down). In communities whose stations were down for extended periods of time, those citizens should rightfully ask the stations "where the heck were you when we needed you?" The answers, if ever known, would be most interesting to hear...and even more interesting to have stashed away in each offending station's public file. (TK)

Minneapolis-St. Paul Phase 1 Summer Arbitrends. **Infinity** news WCCO-AM bumps **ABC** rocker KQRS from the top slot. WCCO-AM 8.6-9.1, KQRS 8.8-8.9, KEEY 6.6-7.2, WLTE 5.9-5.6, KDWB 5.5-5.2, KSTP-AM 5.0-5.0, KTCZ 4.2-4.8, KXXR 4.6-4.7, KSTP-FM 4.5-4.4, KTTB 3.5-3.6, WXPT 3.6-3.5, KQQL 4.1-3.5, KJZI 2.4-2.7, KFAN-AM 2.6-2.4, KLBB-AM 1.8-1.7, WGVX/WGVY/WGVZ 1.1-1.3, WWTC-AM 1.6-1.2, KLCI 0.8-0.9, WFMP 0.6-0.6, WMNN-AM 0.6-0.5, WDGY-AM **-0.4, KNXR **-0.4, WWJO 0.5-0.4. Phase 1 Summer Arbitrends found in this *TATTLER* are 12+ persons, 6A-12P, M-Su, 6A-mid, Spring 2003-May/June/July comparisons unless otherwise noted. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

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!!

WAUN/Green Bay flips to talk from country. The station adds syndicated **Bill O'Reilly** and **G. Gordon Liddy**, along with **CNN** Headline News and **CNN** Radio News, but keeps local morning show **Duke & The Doctor**.



Milwaukee-Racine Phase 1 Summer Arbitrends. **Journal** talker WTMJ-AM is on top. WTMJ-AM 9.1-8.8, WKKV 7.3-7.7, WKLH 6.5-6.9, WLZR 6.3-6.1, WMIL 5.7-6.0, WKTI 5.4-5.7, WXSS 4.9-5.3, WISN-AM 5.0-4.8, WOKY-AM 3.3-4.7, WMYX 5.0-4.7, WRIT 3.8-4.2, WJMR 4.3-3.9, WLTQ 3.4-3.7, WLUM 2.4-2.6, WJZI 2.6-2.4, WFMR 2.2-1.7, WFZH 1.6-1.7, WIND-AM 1.6-1.1, WNOV-AM 1.2-1.1, WAUK-AM 1.1-1.0, WMCS-AM 1.2-1.0, WGN-AM 0.7-0.9, WTKM-FM 0.9-0.8, WBWI 0.5-0.7, WGLB-AM 0.4-0.6, WEXT 0.5-0.6, WWDV 0.3-0.4, WRJN-AM **-0.4, WEZY **-0.4, WBBM-AM 0.4-0.4, WDRV 0.4-0.3, WTKM-AM 0.1-0.1.

The TATTLER sends congrats to KRNA/Cedar Rapids morning host "**Big D**" **Don Black** as he tied the knot last Saturday with his fiancée, **Kim Schriener**.

Jobs. **WPW Broadcasting**, a growing company of 18 stations in IL, IA, and MO, is looking for on-air staffers, programmers, and news directors. Send tapes and resumes to **Steve Gunner**, WMOI, 55 Public Square, Monmouth, IL 61462....**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 mid-day 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 TATTLER* represent equal opportunities and are presented free of charge.