

THE
MAIN STREET
Communicator Network
TATTLE R

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

TALENTRAK 2003 HITS CHICAGO TOMORROW! For those fortunate enough to be attending **The Conclave's** exclusive one-day seminar which guarantees on-air improvement, here's how your day will be spent at the Holiday Inn/City Centre (just a short walk from the Navy Pier): **8:15-9AM** Check in, LaSalle Ballroom I - lower level (the level for all TalenTrak sessions and lunch). **9AM "Some Assembly Required: First Steps In Planning Your Career"** The main theme of this session is how to properly put your career package together - from your selection of an on-air path to a cover letter, tape and resume basics. Your faculty, **Rod Phillips** WKSC-KISS/Chicago and **Mike Stern**/Q101 Chicago, will also talk about the best ways to reach a prospective PD and what to expect during the interview process. **10AM "How To Make A Great Radio Show With Eric And Kathy"** **Eric Ferguson** and **Kathy Hart** of WTMX/The Mix Chicago have risen to the top of Chicago morning radio with a content driven show revolving around Chicago, and the lifestyles of the Mix audience. Eric and Kathy - along with their morning show producer, **Swany** - will give you an inside look at the daily preparation of each show, where they find material and how they shape it into compelling content. **11AM "The Secrets Of Succeeding In Radio's New Corporate Environment"** Veteran Clear Channel programmer **Bob Kaake** of WNUA/WLIT Chicago and Infinity's **Charley Lake** of WJMK/Chicago will offer their secrets to not only surviving -but THRIVING - in today's corporate radio culture. **Noon- "Radio Daze: Our Lives In And Out Of The Studio - With Eddie And Jobo Of B96/Chicago"** WBBM-B96/Chicago dynamic morning duo **Eddie and Jobo** will take you on a wild ride through their radio careers. You'll be ridin' shotgun and experience the twists and turns of what it takes to get to the top. This entertaining duo will lay it all out and finish up with a healthy Q and A session for all inquiring minds. The excitement - and food - happens in LaSalle Ballroom II. **1:30-4:30 Aircheck Clinic.** TalenTrak faculty and guest PD's go one-on-one for aircheck critiques and counseling at 20 individual aircheck stations. LaSalle Ballroom I, State Rooms I & II, and the Huron Room (all lower level, Holiday Inn). **4:30PM "Putting It All Together"** TalenTrak faculty and guest PD's will gather one last time to reinforce the learning points of the day, offering last-minute advice to the student body...and if time permits, a final Q&A! LaSalle Ballroom I. **5:30 Happy Hour!** What's a day of learning without the time to unwind? Here is a chance to network and continue to improve your career! Winner's, main level, Holiday Inn/City Centre.

Just in - Brad Savages Missouri! Main Streeter **Brad Savage** exits his post this week, and heads for Columbia, MO where he'll become MD/PM driver for **Premier Marketing Group's** new active rocker, KBBM "100.1 The Buzz." Says Brad, "While I enjoyed working in the record promotion end of the industry, I found myself envious of programmers who never return phone calls. Now I get to be one, again!" (Seriously, Brad ALWAYS took Main Street's calls before we plucked him out of WHMH/St. Cloud just shy of a couple years ago!) Brad's first day in his new gig will be November 3rd. He also exits a four-year part-time/specialty show host position at **Clear Channel's** Triple A KTCZ/Minneapolis ("Cities 97"), as the station's Friday late-night "Cities 97 Underground" program is officially retired. We wish Brad all the best as he returns to the airwaves, fulltime!

Fountains of Wayne, who moved into CHR's Top 10 for the first time just last week, made yet another chart ascension this week (#9) with their bonafide pop hit "**Stacy's Mom**" as impressive research leads them to the Most Increased spins list...again! Midwest spin leaders include: KMXV (81x), KKRD (58x), WIXX (52x), KKDM (49x), WHTS (46x) and many more! **S-Curve**

Maverick Media's Country WAXX/Eau Claire, WI radio vet **Marty Greene** has retired after 41 years in the biz. After first getting behind the microphone in 1962 at the age of 19 in Orangeburg, SC, he eventually settled in Wisconsin and served as the WAXX Nat'l Sales Mgr for the past 27 years.

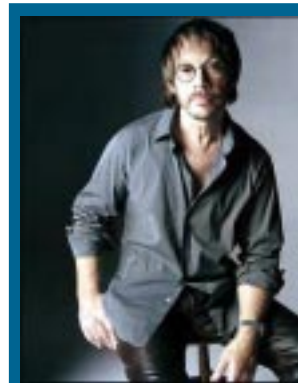
Driving to TalenTrak? Here's how to get to the Holiday Inn/City Centre. From the North, South & East Via Freeway I-94: Exit At Ohio St. east to the hotel, 2 blocks past Michigan Ave. From the West: Follow all signs to Freeway I-94 North To Wisconsin, then exit At Ohio St. east to the hotel. Address: 300 E. Ohio St., Chicago, IL 60611. Phone: 312-787-6100. Parking? Daily parking is available for up to 230 cars, adjoining the hotel. Additional parking for oversized vehicles and alternate parking is available within 1 block. Ask the Concierge for details.

Awards Dept. 1) Congratulations to KZSN/Wichita MD/midday man/ aspiring meteorologist and storm-chaser **Dan Holiday** and his associate **Brandon Ivy** for the first place award at the Kansas Association of Broadcasters Awards this Monday (10/20) for their public affairs radio special on tornados. 2) A hearty congrats also to **AAA Entertainment** Country WXCL/Peoria, IL PD/morning man **Dan Dermody** whom was named Country Air Personality of the Year for the third time in his career by the Illinois Country Music Association this week, along with his station, WXCL, which was also honored as the Country Radio Station of the Year. 3) Additionally, we'd like to recognize **All-Pro Broadcasting** President and former Green Bay Packer **Willie Davis** who will be honored by the Wisconsin March of Dimes Achievement in Radio Awards with a Lifetime Achievement Award at an upcoming ceremony in February.

THE CONCLAVE PRESENTS
TalenTrak
SATURDAY • OCTOBER 25, 2003
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Warren Zevon
"Keep Me In Your Heart"
KYYY 7x!
WXRV! WRLT!
KGSR! KMTT!



fountainsofwayne "stacy's mom"

R&R 8

ADDED
WBBB,
WIHT,
WXYK,KBED,
WBNS,WMMX,
and more!!



Whether they initially "imagined" it or not, smart radio programmers across the country now recognize that one of the biggest hits in the recent history of Christian radio continues to bare fruit for AC, HAC, T40 and even country stations! **Mercy Me** and their breakout single "**I Can Only Imagine**" is the perfect fit for our increasingly imperfect times! Some of the more significant regional spin increases this week included; WHTS (29-35x), WMYX (40-60x), WRVW (28-29x), WKTI (31-32x), KRBB (8-15x), WSNY (A-18x) and more, plus a new add at KLT! **Curb/INO**

Daylight Saving Time reminder: It ends this Sunday (10/26) at 2am. Remember to set your clocks back one hour before you go to bed on Saturday night, and enjoy the extra an hour of sleep!

CONCLAVE FALL BOARD MEETING! The Conclave's fall Board of Director's meeting will be held Saturday, November 8th at the Minneapolis Marriott City Center Hotel. All Conclave Board meetings are open to the public. If you'd like to attend, give us a call or write info@theconclave.com.

Congratulations to Minnesota broadcast legend **Herb Carneal** who has reportedly just signed a deal to bring him back to the WCCO/Minneapolis broadcast booth for Twins games through the 2005 season, which will allow for the 80 year old announcer to boast a solid 50 year career of calling major league baseball! Carneal joined the Twins broadcast team back in 1962, a year after their move from Washington.

FACULTY LINE-UP FOR TALENTRAK! Here's the final line-up of faculty for the **Conclave's 2003 TalenTrak** tomorrow (10/25) in Chicago. Just added: Morning man **Michael Knight** WXSS/Milwaukee, **Federated Media's Tom Oakes**, and WXRX/Rockford PD, **Jim Stone!** Others teaching at TalenTrak - **David J/WNND**, **Erik Bradley/B96**, **Rob Cohen/Voice of America**, **Eddie & JoBo/B96**, **Jamie Phillips/KCVM**, **Mary Ellen Kachinske/WTMX**, **Eric & Kathy (& Swany)/WTMX**, **Bob Kaake/Clear Channel-Chicago**, **Tim Kelly/WKFM-WLKR**, **Bill Klaproth/WLUP**, **Evan Kroft/US99**, **Charley Lake/WJMK**, **Patty Martin/WDRV**, **Jim O'Hara/WLLR**, **Rod Phillips/WKSC**, **Randy Shannon/WNCY**, **Mike Stern/Q101**, **Lester St. James/KEZO**, **Tony Waitekus/WHTS**, **Bob Walker/WKTI**, **Karen Young/Columbia College**, **Mark Zander/WLUP!** Attention, competitors of those air talents attending TalenTrak this weekend – your jobs get tougher, starting Monday!!

Congratulations to **Infinity** Country WYCD/Detroit morning guys **Wilhite** and **Wall**, who celebrated 15 years as a morning team this past week (10/15). The duo was first teamed up at KKIX/Fayetteville, AR, with additional stops at WFMB/Springfield, IL and WIVK/Knoxville before arriving in Detroit just last year. They have also been named CMA's Personalities of the Year twice during their career.

MEAT LOAF

"Couldn't Have Said It Better"

ADDED WXLO, KOMB!
KSTZ 30x!

WTSS 23x, WBMX 24x,
WPLJ/ 19x, KFME 17x!

Secret Weapon update: We suggested last week that one particular song that could help you and your HAC through the fall book was the new single from multi-platinum selling artist **Meatloaf** called "**Couldn't Have Said It Better.**" Now hear this: There is already Top 5 callout research in Des Moines, and other markets are steadily moving in that direction as well! Top spinners include; KSTZ (28x), KFME (17x), WPLJ (19x), WTSS (23x), WRFY (16x), WBMX (24x), WMC (10x), WSNE (9x), WKRQ (7x), KFBZ (7x), WQAL (6x) and more! New spins this week at WTBX too! **Sanctuary**

WCKG/Chicago and **Steve Dahl** show contributor **Spike Manton** have reportedly parted ways after the **Infinity** Talker reacted to rumors that Manton is moving to cross-town WLUP for mornings and apparently would not commit long-term to his present job. Former WCKG host **Pete McMurray** is presently WLUP's morning man; sportscaster (and another former Dahl sidekick) **Bruce Wolf** is also rumored to be part of a new WLUP morning show that is still officially under wraps.

The 2004 Conclave Learning Conference - PARADIGM 2004: IT'S FULL OF SHIFT! July 14-17 at the Marriott City Center in Minneapolis! Mark the dates NOW!

Warren Zevon's critically acclaimed 2003 studio album *The Wind* has produced (2) distinct singles for (2) radio formats: Triple A and heritage rock have already discovered "**Disorder In The House**" (spinning today at KRZZ, KRSH, WXRT, KPRI, WRLT, WMMM and more) while HAC radio is just starting to audition the track "**Keep Me In Your Heart.**" The creation of Warren's final release, which has already proved to be among the artist's most personal and introspective work to date, has also been immortalized in the "must see" feature-length documentary that is currently airing regularly on VH1. **Artemis**

Changes. **Big3 Entertainment** Chicago regional rep **Kelly Wallace** has exited the company...KMXV/Kansas City Promotions Director **Chad Mantooth** has exited and is replaced by sister KSRC Promotions Director **Neal Dunker**...Among the list of Radio Ink's Best Programmers in radio were a few Midwest-connected notables, like; **Smokey Rivers**, **Greg Strassell**, **Pat Paxton**, **Leslie Fram**, **Tom Poleman**, and more. For the complete list, see the October 13 issue of Radio Ink...Clear Channel closed on its recent acquisition of KEFM/Omaha from John Webster for a reported \$10.5 million.

The FCC announced earlier today (10/24) that it has fined **Davies Communications** \$3,000 for failing to maintain all required material in the public inspection files at AC simulcast KBBA and KNGL/McPherson, KS.

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PHONE/FAX: (952)927-4487/927-6427 E-MAIL: info@main-st.net

Tim McGraw "Tiny Dancer"

MOST ADDED AGAIN!!
KCCW, WBBE, WJXB,
WRAL, WRVR, WFPG,
WMXC, WJBR, WLTO,
WMI, KSSK!



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



Next single "Takin' Care of Business" coming soon!

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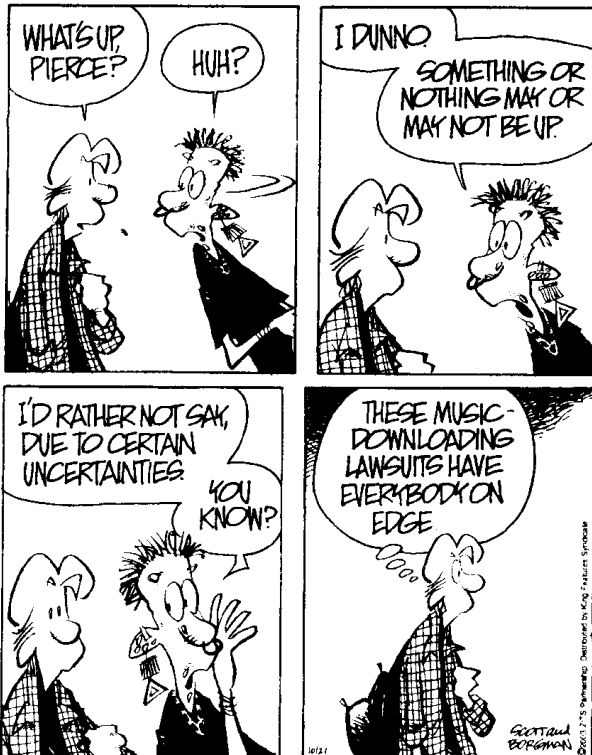
Mystar Communications and **Radio One** in Indianapolis have announced a rather unique partnership between HAC WZPL and Radio One's WDNI-TV. Starting just last week, Z-99.5 personalities began hosting a two-hour daily music video program on WDNI-LP, a low-power station known locally as IMC (Indy's Music Channel), a twenty-four hour contemporary music video channel. Z-99.5's wake-up guy **Dave Smiley**, afternoon personality **Kelly McKay** and night jock **AJ**, along with other Z99.5 radio personalities, will rotate weeks hosting The Rock Block show that will air M-F 4:00-6:00pm on IMC.

There were some rather big changes announced earlier today (10/24) at **Infinity's** Sports outlet WXYT/Detroit, where PD **Gregg Henson** will be replaced by **ABC Sports** WEPN/New York PD **Kevin Graham**. Like Henson before him, Graham has worked at WXYT's rival, **Clear Channel's** WDFN. According reports today from **Allaccess.com**, Henson will move to Infinity sister Talker WKRK for mid-days with **Michelle MoKormick**, replacing **Scott Hasick** and **Casey Bartholomew** who exit the station.

Rumor. What's up at **Emmis** HAC WENS/Indianapolis? Lotta rumors flying, but no one "in the know" is talking...yet! However, according to reports from today's (10/24) *Indianapolis Star*, WENS co-hosts **Steve King** and **Julie Patterson** are out, along with mid-day host **Michelle Rivers**. A visit to www.wens.com says, "97.1 is about to get real... details coming soon." Stay tuned!

Changes too. **Cumulus'** new Top 40 KKHQ/Waterloo, IA has announced that **KSMB/LaFayette, LA APD/MD Aaron Santini** will join them as the station's new PD effective (11/10)...with the recent departure of **CHR WDCG/Raleigh PD Chris Edge** to the PD post at **Emmis'** Top 40 WNOU/Indianapolis, WDCG & WRDU OM **Chris Shebel** will assume the additional PD duties, meanwhile APD **Chase** adds MD duties...AC **KSRC/Kansas City Promotions Director Neal Dunker** has added similar duties for sister T40 **KMXV**...Christian **WLGH/Lansing, MI** hired **WBGB/Jacksonville, FL APD Michael Sadowski** as the station's PD (10/13)...**Clear Channel's** WHTS/Quad Cities has acquired former cross-town PD/morning man **Matt Williams** for part-time duties...

Zits: By Jerry Scott and Jim Borgman



Zeo Radio Networks VP/General Manager and Director of Programming **Scott Thomas** this week announced the appointment of **Patrick E. Gillen** to Affiliate Relations Manager. Gillen, a twenty-year veteran of the radio, publishing and Internet fields, joins the independent network programmer, effective immediately. He will be based out of New York and can be contacted directly at Phone: 718-339-1633 and email pg@zeoradio.com. In his new position, Gillen will be responsible for the affiliate relations and marketing strategy for Zeo, diverse programming catalog to radio stations in the New York and Mid-Atlantic regions. Gillen is a former Midwest radio programmer.

Kudos to HAC **WBNS/Columbus, OH** morning show co-host **Lisa Kick** who hosted the "Adventures for Wish Kids Auction and Gala" this past Saturday (10/18) night, which raised just over a whopping \$200,000 that will benefit kids with life-threatening illnesses.

Got Dope? **WRIF, WWDG** and others got theirs this week as they joined Active Rock tastemakers like; **WJJO, WAAF, KQRC, WNOR, WBYP, KOOJ, KRRO** and others adding the strong new single called "I Am" from the Chicago-based rock band with a significant sales history in the region. (If you still don't have the new Dope record, just email us at Newmusic@Main-St.net today and we'll rush you a copy!
Artemis

Congrats to **Saga Communications** Clarksville, TN OM **Chad Rufer**, who is joining **Citadel** as PD of Top 40 **KKMG/Colorado Springs** ("Magic 98-9"). He's been in Clarksville for just over two years, and will begin his new duties at **KKMG** effective (11/16).



The J Project

“Delusions of Grandeur”

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guitarist LaSalle Gabriel

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Archway Broadcasting Group has tapped veteran Programmer/Air Talent **Rich Stevens** as Program Director for its Rhythmic/CHR station, “The All New Hot 96-5” (KHTE/Little Rock). Rich Stevens comes to Archway from **Clear Channel** South Florida. Rich was born and raised in New York City, and brings with him a very vast and unique background working for some legendary radio stations around the country including WPLJ/New York City, WFLZ/Tampa, KSLZ/St. Louis, and WJHM/Orlando, among others.

Tim McGraw continues to move up the AC chart this week (28-25) with his interpretation of the **Elton John** classic “**Tiny Dancer**.” Once again, Mr. McGraw enjoys Most Added honors this week, with regional leaders WLTE, WLHT, WFMK, KRBB, KDEC, KLMJ, and KAYL all out in front on this AC hit in the making! New this week at WLTQ too! **Curb**

Casey Daniels has been promoted to Director of Top 40 Programming for **Artistic Media Partners**. Based in South Bend, Daniels reports to Artistic Media Partners Senior Vice President, **Arthur A. Angotti III**. For over six years, Daniels has served as PD of WNDV/South Bend. Recently, she was also upped to PD of WZOW and WWLV in South Bend. Now, she'll now oversee Top 40 stations WAZY/Lafayette and WBWB/Bloomington to her duties. Artistic owns and operates 15 radio stations throughout Indiana.

As world renowned magician **David Blaine** exited the plexiglass box he had been living in for 44 days in London, **Bahakel** active rocker KFMW/Waterloo-Cedar Rapids (“Rock 108”) morning show personality **Scott Steele** entered *his own* plexiglass box this week and will spend 5 days living inside to help raise money for the Family Service League’s battered women’s shelter. The box is located atop of Jokers Club and Grill on University Avenue in Cedar Falls, Iowa. Scott is broadcasting live from the box every morning during the “Big Show” on Rock 108. October is “Domestic Violence Awareness Month” and Scott says he’s hoping this week-long event will help people realize that domestic violence is a major problem nationwide as well as in the Cedar Valley. Unlike David Blaine’s stunt of going 44 days without food, Steele will have access to food, water, and other amenities, but will actually live on the roof for these five days on display to anyone who would like to drive by or stop and watch. Listeners can also email Scott during the event at jockinthebox@hotmail.com.

I Am

ADD WRIF!
WAAF 19x!
On KQRC!
WNOR!
WJJO!



It's apparently a cyclical thing, as “something’s definitely happening” at KKCK, KVHT, KQIC, KRTI, KWOA, KKRL and more HAC stations in the Midwest as radio re-discovers the increasingly relevant “**For What it’s Worth**” remake by **Stockinrock** recording artist, **Kory and the Fireflies**. Your audience already know the words by heart, now help bring the meaning home! (Still need a copy? Contact us at Newmusic@Main-st.net today to have one rushed to your attention!)

Condolences to family and friends of WAAM/Ann Arbor owner **Lloyd Johnson**, who passed away last Friday (10/17) in Ann Arbor at the age of 81. Johnson’s **Whitehall Enterprises** bought WAAM back in 1983 and was in the process of selling the talk station to **First Broadcasting** chief **Ron Unkefer’s Big D Holdings LP** for a reported \$1.5 million.

Availz. Longtime KMXV/Kansas City Promotions Dir. **Chad Mantooth** has exited the station and can be reached at cmantooth@kc.rr.com or, on the cell at (816) 304-4459.

Jobs. With **Brad Savage** exiting Main Street, a great opportunity exists for someone with good organizational skills who loves music, radio, and **The Conclave**. This is an entry-level, learning position where you’ll experience ground floor music promotion/marketing, office organization, and planning the industry’s most unique seminars – *The Conclave* and *TalenTrak*! If you know a bit about the Internet, computers & software (esp. Mac), and radio...but want to learn - and network - more...send a letter and resume to **Tom Kay**, c/o Main Street. You know the address and email...T40 KMXV/KC needs part-time air talent, ASAP! If you have a minimum three years experience, rush your package to: KMXV, Attn: **Ponch**, 508 Westport Rd. Suite 202, Kansas City, MO 64111, or email your package to ponch@mix93.com...**Citadel’s** Country WFBE/Flint, MI is on the lookout for a production/imaging guru and part-time air talent. Rush your T&R’s to: WFBE, Attn: **Coyote Collins**, 4511 Miller Rd., 48507...**Cumulus’** rocker 94.1 KRNA, Eastern Iowa’s 100kW Heritage Mainstream Rock Station has a morning show sidekick opening. Can you entertain our 25-44 Male audience? Do you have a track record that proves it? They’re looking for someone with hustle and drive...on the streets and on the air. Contact PD **Gregg Scharnau** via email at shark@krna.com...**Susquehanna’s** Top 40 KRBE/Houston, TX is on the hunt for a new night personality. Get your packages to: KRBB, Attn: **Tracy Austin**, 9801 Westheimer, #700, 77042...*The TATTLER* is passing names for a morning show position at a top-rated upper Midwest Hot AC station, where local involvement and compelling programming is key...All jobs listed in *The TATTLER* are presented free of charge and represent equal opportunities.