

THE  
**MAIN STREET**  
Communicator Network  
**TATTLE R**

The intersection of radio & music since 1974  
Tom Kay - Chris Mozena - Bronko Nagurski

South Dakota native and FCC Commissioner **Jonathan Adelstein** is pushing the Commission to launch an inquiry into sponsorship identification rules and payola, telling the **Federal Communications Bar Association** this week that he has heard complaints from artists for months. Earlier this year, Adelstein held court at SXSW, hearing what he termed "horror stories" of artists unable to get their songs on the radio because of fee payments, and that "this issue affects a range of people from artists and musicians to labor and retailers- every person who listens to radio is affected by this issue." Adelstein also wants the Commission to investigate the kind of "pay-for-play" plan recently dropped by **Media General** NBC affiliate WFLA-TV/Tampa requiring payment in order to appear as a guest on a morning talk show. The SD Democrat told the gathering that "the public deserves to know who is trying to persuade them. We need to determine whether the public is being deceived, thinking a story or product review was broadcast on its own merit when in fact it was a paid commercial advertisement or a cross-promotional plug for the media company's other products."

Several **CMA Broadcast Awards** found their way into the hands of some happy Midwest radio stations earlier this week. They were presented during pre-telecast ceremonies for "The 37th Annual CMA Awards" and were recognized during the broadcast on the CBS Television Network. Winning Broadcast Personality of the Year- Medium Market was **The Cornbread Morning Show with Pat James**-KFDI/Wichita. Small Market Personality of the Year went to **George and Tammy**- WAXX/Eau Claire. And Medium Market Station of the Year was presented to KFDI - Wichita. **Congrats!** *Comment: Is it true CBS now stands for "Conservatives Beat (us into) Submission" after the highly publicized movie "THE REAGANS" was pulled as a result of political pressure earlier in the week?*

On occasion, we run across a record that radio is reluctant to play (okay...that'd be MOST of the music radio receives, but I digress...). On other occasions, that record may just be a huge undiscovered hit. Case in point: **Meat Loaf's** "Couldn't Have Said It Better". It doesn't find itself in the "most added" hot AC stack, and many PD's have moved on to the newer, shinier CD's the mailman has brought. But this sure looks like a song the format should be embracing. In Des Moines, at the successful KSTZ, the song has been at or near the top in callout and phones since it's arrival on their playlist. Their 32 spins leads the nation's air-play, with Buffalo's WTSS just behind it with 31x. What do these stations know about Meat Loaf that other's do not? You'll find out as soon as you put it into rotation. C'mon...you could do with one more hit on the radio, couldn't you? **Sanctuary**

Detroit's **Jacobs Media** celebrated its 20th anniversary last Monday. "It's in vogue today to bash radio as being corporate, centralized, and lacking the dynamism of years past," said President **Fred Jacobs**. "But despite the proliferation of new media and other distractions like cell phones and MP3 players, radio continues to have enormous reach and power. And companies like **Jacobs Media** will continue to innovate and push the envelope."

**Fountains of Wayne "Stacy's Mom"** continues it's trek to #1 on the nation's pop charts, and the voyage literally began at Conclave 2003. You may have been one of the lucky one's to witness the first performance of "Stacy's Mom" to the industry during **S-Curve's** showcase of the band at First Avenue...if not, you can always say you were there! Added at both KSTZ and KFME this week, the song continues to post phenomenal rotations: KZZU 93x, WXXL 85x, WDJX 85x, WIOG 85 x...well, you get the picture.

**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!**

Congratulations to **Infinity's** WXTM/Cleveland, who's new "Perk Up...With Rover's Morning Glory!" bus-boards for the station's morning show have reportedly received more complaints than any other bus ad in the history of the Regional Transit Authority! The signs feature porn star **Carmen Luvana** (who also offers advice each morning on the show during Rover's "Dear Porn Star" segment) pictured from the waist to the neck, wearing just a tight white tank-top...in what appears to be a rather chilly room.



**Radio Voice**  
PRODUCTIONS

RADIO COMMERCIALS  
STATION IMAGING  
VOICE TRACKING

*mixing, editing & mastering*

Add another voice to your small commercial rotation

Dry or produced spots

Cheap Rates - Great Quality

Call for a free demo today

Call (763) 862-5721

www.radiovoicepro.com

In the 80's: The Nylons  
The 90's: The Blenders  
**IN 2003:**



**THE 2003 MIDWEST TOUR**  
LaCrosse, Windom,  
Cambridge, Eau Claire, Marshall,  
Norfolk, Beatrice, Sioux Falls,  
Sioux City, Willmar, Minneapolis,  
Des Moines, Rochester,  
Rapid City, St Cloud,  
INCLUDING RADIO  
in each market!

Have **TONIC SOL FA**  
visit **YOUR STATION!**  
Call 952-927-4487

fountainsofwayne "stacy's mom"

R&R 4

ADDED KFME,  
KSTZ, WKFS!  
KZUU 93!  
WXXL 93x!  
WIOG 95!  
WIXX 66x!



**Radio Voice Productions**, an audio production company featuring radio veteran **Barry Cedergren**, announces full audio production services available to radio stations. Radio Voice Productions offers complete radio audio production services in a private, state-of-the-art digital studio in Minnesota's Twin Cities. Says Barry, "There is a niche in the market for an affordable production outsourcing solution targeted toward radio stations. It's a tough economy for radio these days! A lot of stations can't afford to have a full staff anymore; their production is what gets hurt because of that. I want to give them a regular fresh voice in their breaks for close to what it would take per hour to pay an employee per ad. Price will be king with Radio Voice Productions. High quality commercial production & station imaging can be had for as low as \$10.00 per production piece!" Contact Barry at [sales@radiovoicepro.com](mailto:sales@radiovoicepro.com) or by calling (763) 862-5721. You can also visit <http://www.radiovoicepro.com>.

KMBZ/Kansas City host **Tom Becka** surprised not only his listeners, but also his guest's attorney, earlier this week when he featured an exclusive interview with alleged sexual predator **Robert A. Ward**, who went on the show to tell Becka that the testimony against him was perjury and that the prosecution was politically motivated. Ward was sentenced to six months in prison last year for allegedly making obscene calls to girls, but a separate sexual predator charge later resulted in a mistrial, with a retrial scheduled for Monday (11/17). Ward, who apparently also visited gymnastics events to videotape children (fully clothed), told Becka that a sentence of three-to-four years would be more appropriate for his crime, referring to his assignment to the sexual predator program as a "life sentence."

**Tim McGraw's "Tiny Dancer"** continues to prove the multi-formatic acceptance of this multi-million fan superstar. Added KRNO, WARM, WEZF, WMGF, WRRM, and WRSN with increasing spins EVERYWHERE! **Curb**

The Foundation of American Women in Radio and Television (AWRT) has announced that the deadline for entries for the 29th Annual **Gracie Allen Awards** is approaching! The entry deadline is January 5th, 2004. To get a copy of the entry form, just visit [www.awrt.org](http://www.awrt.org).



The musical SURPRISE of **Conclave** 2003!

**Breanna**

Her first single, exclusively for MIDWEST RADIO -

**You Don't Have To Be Strong**

In your mail TODAY!



MIDWEST T40's - ON YOUR DESK NOW - **Breanna** and "You Don't Have To Be Strong"! The Minneapolis native who wowed the T40 Format Symposium last summer is poised and ready to be heard on great radio stations throughout the grain-belt! For best results, rotate generously! **4 Entertainment**

**Power Media** President **Steve Rivers** is closing his consultancy to join **Infinity** as Sr. VP/Programming, based in LA with an office at KROQ. In his new role, Rivers - an occasional Conclave faculty member - will oversee the programming of ALL Infinity stations, regardless of formats. Rivers has programmed KISS/Los Angeles, WZOU and WXKS/Boston and he was **AMFM's** Chief Programming Officer prior to opening Power Media and later becoming a partner with **PC Alliance**. Rivers will also continue to author his weekly column for *MusicBiz.com*.

*Attention Night Jocks!* **Night Jocks Network**, a market exclusive prep service just for you, has officially launched! The service is a "free site" for night jocks to share ideas and information. For more info, visit [www.nightjocks.net](http://www.nightjocks.net).

Do you know **Tonic Sol Fa**? **TONIC SOL FA**, the a cappella quartet named after "do re mi..." in reverse, is headquartered in St. Cloud, Minnesota, with a nationwide following. Formed in the mid-90's, they were named one of the top five "must see" groups in America by **Campus Activities Today Magazine**. And no less an entertainment expert than the **New York Times** described **TONIC SOL-FA's** sound as "a vocal kaleidoscope...unique to the human voice." **Lou Holtz**, former head football coach at the University of Minnesota and current head coach at University of South Carolina, once said of **TONIC SOL-FA**: "If my boys played with half of their enthusiasm, we'd be national champions every year!" They've embarked on a regional tour which just might be coming to your town. For more information, click on [www.tonicsofta.com](http://www.tonicsofta.com) or contact your friends at Main Street and we'll set you up with a tour schedule and music!

WKTI/Milwaukee PD **Bob Walker** checked in this week to tell us that morning co-host **Amy Taylor** is pregnant with triplets! While she isn't due till February, she has been put on mandatory medical bed rest, and as a result, the station wired her home with an ISDN line and closed-circuit TV so they can continue to do the show. Congrats to Amy and her husband, as well as the rest of the station staff who, according to the most recent **Arbitron** book, remain No.1 with women 25-54 and 18-49!

## Tim McGraw "Tiny Dancer"

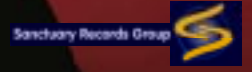
Add KRNO, WARM,  
WEZF, WMGF,  
WRRM, WRSN!  
WRVR 18x! KSFI 17x!  
KKLT 16x!



## MEAT LOAF

"Couldn't Have  
Said It Better"

KSTZ 32x, WTSS 31x,  
KLYY 21x, KFME 19x,  
WRFY 19x, KFBZ 15x,  
WBMX! WPLJ! KDMX!



Not to be outdone by the flurry of 3<sup>rd</sup> quarter earnings reports being released by publicly traded entertainment and communications companies these past two weeks, **National Public Radio** (NPR) announced this past week that it will get the largest single donation in its history from the estate of the late philanthropist, and **McDonald's** founder, **Ray Kroc's** widow, **Joan Kroc**. The surprise \$200 million bequest is nearly double NPR's annual operating budget and is, according to the network, "the largest monetary gift ever received by an American cultural institution." Additionally, **PBS** and NPR affiliates KPBS/San Diego also announce receiving a \$5 million donation of its own.

**Changes.** **Cumulus'** Country WPKR/Appleton-Oshkosh, WI has named **Ray Robicheaux** as the station's new PD. Robicheaux was most recently the PD at Country WUSX/Huntsville, AL...cost-cutting measures at **ABC's** WDRQ/Detroit leave midday talent **Dave Fuller** looking for his next opportunity, while former co-host **Jake Edwards** continues to hold down the shift solo...WKQX (Q101)/Chicago Promotions Director **Ray Mena** has announced he will hand over Promotions responsibilities to concentrate fulltime on **Emmis Interactive**...former Minneapolis/Chicago/NY record promo vet **Michael Iddis** has joined **ABC** affiliate KXXV-TV/Waco, TX as General Assignment Reporter, effective (12/1)...**Cumulus'** WKFR/Kalamazoo, MI morning host **Nick Taylor** has left the station and in the interim afternoon host **Dave Benson** will cover that shift while PD **Woody Houston** will handle afternoons, until a replacement is found (see Jobs)...**Bonneville** has consolidated the GM post at AC WNND/Chicago under WTMX GM **Drew Horowitz**, who replaces **Chuck Williams**...KKPR/Kearney, NE flips from Adult Standards to Sports, using **ESPN Radio** and **Premier's Jim Rome**...**Clear Channel's** Ann Arbor, MI GM **Ray Nelson** has exited the cluster, no replacement has been announced...

Shipping 11/14, **American Idol's** favorite Should-Have-Been: **Kimberly Locke** and her first single, "8<sup>th</sup> World Wonder" on **Curb!** Wait'll you hear it!!

The CRB (Country Radio Broadcasters) have announced the names of five radio veterans slated to be inducted into the Country Music DJ Hall of Fame on Tuesday, March 2, 2004. Congratulations to the Midwest honorees, including; WSLR/Akron, OH morning host **Jaybird Drennan** and longtime KCKN/Kansas City air-talent **Uncle Don Rhea**. For more details on the ceremony and this year's inductees visit [www.crb.org](http://www.crb.org).

**XM Radio** celebrated its reaching of the one million subscriber mark at its studios this past Tuesday (11/4) with live festivities hosted by **Quincy Jones** and featuring numerous artists and comedians performing on XM Live, channel 168, throughout the day. In addition, several syndicated talk hosts aired on XM also did their shows from XM's Washington DC studios for the event.

**Changes, Too.** Adult Standards 1460 KKPR/Kearney, NE has flipped to sports, using ESPN Radio and the **Jim Rome** show with new call letters of KXPB...**QueenB Radio** GM **Ben Rosenthal** is exiting the company to join **NewRadioGroup's** Fort Atkinson, WI stations; QueenB operates WGLR AM&FM/Lancaster, WI and WPVL AM&FM/Platteville, WI...**Fairfield Youth Advocacy** has received a Construction Permit for a 100 Watt station at 100.1/Fairfield, IA...97.7 KLGR-FM/Redwood Falls, MN has flipped from **ABC's** "Oldies Radio" satellite format to a locally-originated Hot AC station known as "Mix 97.7."

**Dope "I Am"** spin count leaders of the week: WAAF and WJJO 14x, each!

A community group called **Northern Thunder** has received a Construction Permit updates, proposed community changes, and local government issues. Eau Claire recently gained another LPFM signal at 107.9 FM, as "Wolf 108" (WLFLK-LP/Eau Claire) signed on just a few months ago after broadcasting as an internet station for several years.

**Changes, 3** Former country KEEY/Twin Cities ("K-102") middayer **Heather Cassidy** has joined crosstown Hot AC KSTP-FM ("KS-95") for weekends and part-time...Regent T40 KKSr/St. Cloud middayer **Jennifer Kay** has joined **Premier Marketing Group** of Columbia-Jefferson City, MO in a production/on-air capacity, handling various duties with news/talk KLIK and KFRU, and classic hits KJMO; she follows her beau **Brad Savage** who joined the Company's active rocker KBBM ("100.1 The Buzz") for afternoons/MD...

The Upper Midwest area gained its first Christmas format this week, as 94.7 KNSG/Springfield, MN dropped its temporary simulcast with rocker 107.5 KARZ/Marshall, MN in favor of all Christmas music. KARZ and KNSG began simulcasting under the guise "Cars & Trucks, 107.5 and 94.7" in June after it was sold to **Bruce Linder**. Insiders expect KNSG will debut an AC format after the Holiday season.



## The J Project

### "Delusions of Grandeur"

Release date: November 18

Produced by Grammy Award guitarist LaSalle Gabriel

For more information:

612.874.6374

www.studiolexicon.com



**Educational Media Foundation** is purchasing 100.7 KDJZ/Harwood-Fargo from **Tom Ingstad/North Dakota Broadcasting** for \$750,000. EMF operates the national non-commercial "Air-1" and "K-Love" Christian formats, which have affiliates on translators and stations across the country. It is expected that KDJZ will drop its current smooth jazz format for K-Love. Ingstad maintains operations of oldies station 103.9 KVMI/Arthur-Fargo, which recently relocated to that frequency from 96.7 FM.

*Rumor: Has Hubbard's WFMP "FM-107" hired a new PD, allowing **Todd Fisher** to concentrate on his OM duties at the talk FM? Does the new PD come from a local TV outlet??*

*Changes 4.* WYCD/Detroit part-time talent **Dana Lundon** has picked up the weekend midday shift at cross-town **Infinity AC WOMC**, where she's assumed the identity of **Dana Masucci**...**Citadel's** WIOG/Saginaw, MI has hired WPYO/Orlando morning man **Eric Chase** as it's new MD/night talent, replacing **Mason Lucas** who assumes APD/MD duties at Rock sister WKQZ. WIOG also promotes weekend/swing personality **Mandi Hanks** to share midday duties...legendary Detroit Tiger pitcher **Denny McLain** (the last pitcher to win 30 games in the AL) hit the airwaves this week as the special morning guest host on **Clear Channel's** WDTW/Detroit...**CC/Sandusky, OH Market Mgr. Tim Huelsing** has announced he will join **South Central Communications** as VP/Market Manager for the company's Evansville, IN cluster, effective (11/24)...WDTJ/Detroit midday jock **Shay** is out, meanwhile PD and night guy **Spudd** moves up to afternoons, **Tune-Up Man** moves up to middays and weekend talent **The Hype Squad** take over nights...**AURN** (American Urban Radio Networks) has promoted Dir./Midwest Sales & Marketing **Jon Krongard** to VP/Sales...**Entercom/Denver** Dir. of Sales **Amy Griesheir-Mandau** has been promoted to VP/Sales for the cluster...

**Warren Zevon "Keep Me In Your Heart"** spin champs of the week: WXRV 10x, WRLT 9x, KYYY 9x!

**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.

*Jobs.* A great opportunity exists at Main Street 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, 4517 Minnetonka Blvd, #104, Minneapolis 55416 or email [tomk@main-st.net](mailto:tomk@main-st.net)...**Emmis'** Alternative WKQX/Chicago, IL is searching for a Marketing/Promotions Director with a successful track record and a history of creating great branding. Get your resumes to: Q101, Attn: **Mike Stern**, 230 Merchandise Mart Plaza, 60654...**Cumulus** Top 40 WKFR/Kalamazoo, MI is seeking a morning host. Think you have what it takes to entertain 18-34 females without resorting to juvenile routines or toilet humor? If so, get your packages to: WKFR, Attn: **Woody Houston**, 4154 Jennings Rd., 49005...**Entercom/Madison, WI** needs a Promotions Director who is street smart and detail oriented ASAP! Get your packages to: Entercom, Attn: **Ray Quinn**, 7601 Ganser Way, 53719...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.