

THE MAIN STREET Communicator Network TATTLE R

The intersection of radio & music since 1974
Tom Kay - Chris Mozena - Walter Cronkite

One of the Midwest's last, large family-held companies – **Southern Minnesota Broadcasting** - has entered into an agreement with Cumulus to sell off its properties for \$78 million worth of **Cumulus Media** Class A common stock. The Atlanta-based Cumulus is buying out the Rochester (MN)-based Southern Minnesota, entering two new markets: Rochester, MN and Sioux Falls, SD. In order to make the deal go down, it made four concurrent deals. From Southern Minnesota Broadcasting Co., Cumulus is picking up KROC-AM & FM & KYBA-FM/Rochester and KIKN-FM, KKLS-FM, KMXC-FM, KSOO-AM, KXRB-AM & KYBB-FM/Sioux Falls for \$65 million. In its second move, Cumulus agreed to buy three stations from **Olmsted County Broadcasting Co.** and Howard and Lucille Bill: KOLM-AM, KLCX-FM & KWWK-FM/Rochester. Lastly, Cumulus agreed to purchase **KFIL Inc.'s** KFIL-AM & FM/Rochester and KVGO-FM/Rochester from KVGO Inc. in two separate deals. The number of shares to be delivered at closing in each transaction will be determined based upon the closing price of Cumulus stock on the closing date, expected in early spring of 2005. The effect on Cumulus stock was quick and positive, as **Credit Suisse First Boston** initiated coverage of Cumulus buy giving the company an "outperform" rating.

Have you received your **Kimberley Locke** "Eighth World Wonder" yet? This **American Idol** star is poised for success in 2004 (the official add date is 1/4/04), but several stations – including WNCI and WRVW – have already begun spins on next year's hottest new star! **Curb**

AC newcomer **David Young** becomes QBAC's MOST-ADDED this week, pulling in several dozen more adds for "**A Christmas I'll Remember**" on **Universe**. Need a little fresh nostalgia for your mainstream AC playlist this season? Try **David Young!** If you need another copy, email dyoung@main-st.net.

The 2004 Conclave Learning Conference - **PARADIGM 2004: IT'S FULL OF SHIFT!** July 14-17 at the Marriott City Center in Minneapolis! **EARLYBIRD TUITION - \$179 until 12/31/03!** Save **BIG** money for 2004 in 2003!!

Southern Minnesota Sale, Part 2: With **Cumulus Media** buying Sioux Falls biggest cluster, there was speculation that Sioux Falls, SD would again become an **Arbitron** market. But Cumulus CEO **Lew Dickey** told *Radio Business Report* this week that Arbitron shouldn't hold its breath waiting to return to the market which dumped it a couple of years ago. "I think we're going to evaluate it," Dickey told *RBR*, noting that the market had been around #210 when it was rated by Arbitron. "What's interesting about that is that the advertisers know what size it is. Sure, that was an Arbitron market that was dropped, but billings - - particularly national and regional billings - - have continued to increase and grow like crazy there. So, it was really an interesting test case for us when we looked at it and saw that here was an Arbitron-rated market, they dropped it and all of the transactional business has done nothing but grow since they dropped it. They've actually been able to increase their pricing. So, it's a market where why the hell do they need Arbitron?" He continued, "This way you're not beholden to having Arbitron be used as a metric to beat you over the head with on cost-per-point...So it's actually been very helpful to those guys (**Greg Gentling's** Southern Minnesota cluster) that they haven't had Arbitron. Their business has gotten better since they got rid of Arbitron and they're doing \$9M of billings there. So it's not chump change - - it's a real market."

The fate of WBJX "La Campeona"/AM, southeastern Wisconsin's only full-time, all-Spanish radio station seems sealed now that station owner **Robert Jeffers** has lost his land, the result of missing the final deadline to pay delinquent property taxes. The property housed his 200-foot radio tower and an abandoned building, both of which had been targets of repeated vandalism over the last three years. Jeffers told *The Milwaukee Journal Sentinel*, "I was going to go and challenge those taxes. By the time I did, it was too late. I'm just the little guy and I'm slowly getting swallowed up. Having somebody vandalize my property really hurt me financially. And that opened up a can of worms." But Racine County Treasurer **Betty Majeski** tells the newspaper, "He should've known better this time...I feel bad about the vandalism, but do I feel sorry for him losing this property? No. All it took was a phone call to me." Jeffers said he hopes to lease the tower site from the new owner. The station continues to broadcast, but its offices have been moved a couple of miles away from the tower.



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David Young

ACQB #1 MOST ADDED!

New-WHUD WKTK KDEC

"A Christmas I'll Remember"

UNIVERSE MUSIC

Breanna

You Don't Have To Be Strong

A MIDWEST BREAKOUT!

ADD KRTI/10x!!

KWOA 19x! KQIC 17x!

KCLD 15x! KCVM 15x!



Tonic Sol Fa continues their holiday tour of the Midwest, heading toward Marshall (MN), Norfolk (NE), Beatrice (NE), Sioux Falls (SD), Sioux City (IA) and Willmar (MN) next week. If your station is in or near any of these markets - and if you'd like the freshest a cappella group in America to visit or call - let us know immediately! (By the way, their holiday CD **SUGARÛ** is jam-packed with great holiday classics and two nifty originals, "Joseph's Song" and "Snö"!)

Former **ABC Radio** executive - and current **America Media Services** VP/Operations & Radio Station Development - **Mark Steinmetz** will join **Infinity/Phoenix** as Senior VP/Market Manager. Infinity Broadcasting Executive VP/Western Region **Brian Ongaro** welcomed Mark: "We're very fortunate to have someone with Mark's incredible experience and successful track record to lead our Phoenix cluster." Steinmetz responds, "I'm extremely excited by the opportunity to re-enter the operational side of the business, working for the best radio broadcast company in the United States and Phoenix. The brands developed by Infinity Radio in Phoenix are well established and leaders in their format categories." Steinmetz currently serves on the **RAB's** Board of Directors. He spent 17 years with ABC, starting in Minneapolis as Market Manager and became Group President in 1996. He starts in Phoenix in mid-December.

Minneapolis' **Breanna** continues to pick up adds and spins in a very difficult time of year! The latest convert to "**You Don't Have To Be Strong**": KRTI! Already clocking double digit spins at KCLD, KWOA and KCVM. Audition now! **4 Entertainment**



KEXL/Norfolk's Mike Nissen tells **Brian Yale** of **Matchbox Twenty** to get their butts to the **Conclave** next summer! The close, personal friends met up in Omaha at a **MB20** concert last week!

On
KZLK
KCVM
KRTI

Layne Larson

Have Yourself A Merry Little Christmas
What Child Is This

holiday

Journal Broadcast Group has completed the purchase of two Springfield, MO stations from **Citadel Broadcasting**. Earlier in the fall, Journal signed an agreement to purchase News-Talk KSGF/Ash Grove, MO and Rock KZRQ/Mount Vernon, MO. With the purchase, Journal Broadcast Group will own five stations in Springfield.

KCSP & KMBZ/Kansas City VP/GM **Michael Keck** will be serving as the interim VP/Market Manager for the **Entercom** eight-station KC cluster following the announced resignation of **Bob Zuroweste** earlier this week. Zuroweste is expected to remain with the cluster through Friday (12/18), and is expected to announce his new plans soon.

Interep has announced it will hold its 6th Annual "Power of Urban Radio" symposium on February 24th, '04 at the Chicago Hyatt Regency. This year's host is **ABC Radio's** syndicated morning host **Tom Joyner**, with a special Keynote by **Starcom** CEO/President **Renetta McCann**. The annual event looks at African-American consumers and their tremendous buying power, estimated at as much as \$632 billion!

In an attempt to reverse a \$5,954 fine, WSPD/Toledo host **Denny Schaffer** has filed an appeal with the Ohio 6th District Court on the contempt order issued against him by Judge **William Skow** in the slander suit filed by *Toledo Blade* reporter **Sandra Svoboda**. Schaffer, originally sued by Svoboda over comments made at his former station WVKS in 1999 regarding an alleged affair she had with *Blade* publisher **John Robinson Block**, was hit with the contempt order for initially failing to reveal his source.

The FCC is still having trouble with its heavily used CDBS (Consolidated Database System) following planned maintenance and a scheduled upgrade. As a result, several Midwest states (MN, ND, SD and CO) were awarded an extra week to file their Biannual Ownership Report, now due Monday (12/8).

JRK Broadcasting has sold four of its stations in Grand Island, NE to **Steckline Communications** for an undisclosed amount. The sale of the stations, News/Talk KRGI, Country KRGI, Classic Country KRGY and Spanish KMMJ is expected to close in late February '04, pending FCC approval.

Classic Hits WDTW/Detroit is holding on-air auditions for its morning sidekick position. Former WDRQ/Detroit midday host **Dave Fuller** is handling mornings on WDTW now but he needs a partner. Auditions begin this Monday (12/8). Additionally, the station has hired former WRIF/Detroit talent **Jim Verros** as the Program Coordinator and **Heather McGregor** on weekends.

In the 80's: The Nylons
The 90's: The Blenders

IN 2003:



THE 2003 HOLIDAY TOUR

11/28- MALL OF AMERICA
12/1- CAMBRIDGE, MN
12/2- EAU CLAIRE, WI
12/7- MARSHALL, MN
12/8- NORFOLK, NE
12/9, 10- BEATRICE, NE
12/11- SIOUX FALLS, SD
12/12- SIOUX CITY, IA
12/13, 14 - WILLMAR, MN
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22
ADD KBBY!
KMXB!
KSTZ 46x!
WKTJ 35x!
KAMX 35x!

Changes. T40 **KOMG**/Springfield, MO eliminates rhythmic songs from its library and heads in a more "Adult CHR" format. PD **Jay Shannon** stays on, but Imaging Director/night jock **Kobe** has decided to exit the station...After only two months programming **Cumulus** Rocker **WRQK**/Canton, **Bob O'Dell** has left the station...**Valerie Hiatt** has been tapped as the new **KRNA**/Iowa City Midday host...Morning co-host **Andy McCoy** has been named PD for **Citadel's** **KJJY**/Des Moines. He replaces **Beverlee Brannigan**, who became OM for **Journal/Wichita** many months ago...**Kevin Walker** will be leaving **WHTS** -All Hit 98-9/Davenport in January to become PD of **KZIA** in Cedar Rapids. He'll replace **Eric Hanson**, who returns to his home of Peoria in a non-radio capacity.

Wichita Country cares! This week **Journal Broadcasting's** Country **KFDI**/Wichita completed their "2003 X-Mass Crusade for Children" whereby, in just 18 hours, they were able to get 1505 local kids "adopted" for gift giving. The station works closely with the Wichita Police to come up with the names of the kids in need, then listeners actually do the shopping for the "adopted" kids and the police deliver the gifts. Additionally, **Clear Channel** Country **KZSN**/Wichita broke ALL previous records by collecting 15,000 toys (in only 33 hours) during their 15th annual Toys for Tots Toy-A-Thon! Kudos to both!

KCVM/Cedar Falls, IA PD **Jamie Philips** took advantage of the big rush on the **Walmart** sales advertised this past week to do his part for feeding hunger, raising over 20 tons of food in his 9th Annual benefit for the Northeast Iowa Food Bank! Jamie worked in the store as a greeter for (3) days, spending his evenings "sleeping" between the deli and sporting goods section of the store.

Changes, Too. **Clear Channel** AC **WNIC**/Detroit has announced the addition of cross-town **Infinity** Country **WYCD** talent **Lisa Barry** to The **WNIC** Breakfast Club, effective Monday (12/8)...**Clear Channel** **WGCI** and **WVAZ** **GSM** **Launa T. Thompson** has been upped to Station Manager effective today (12/5), following the announced retirement of outgoing Pres. and GM **Marv Dyson**...**KBLR**/Omaha PD **Steve Fisk** has been appointed Dir./Affiliate Relations for **Fusion Radio Networks**, working with **Clear Channel** Top 40/Rhythmic **KOHT**/Tucson PD **R Dub**, creator of the show, Sunday Nite Slow Jams, and keeps his day job...**WTCF**/Saginaw, MI has promoted Morning show co-host **Lisa D'Angelo** to APD, effective today (12/5)... **WNCY**/Green Bay MD/midday talent **Marci Braun** is now the station's APD...

Already popping onto AC stations across the Midwest and America (she's a part of the **Clear Channel** holiday playlist!): **Layne Larson's** "Have Yourself A Merry Little Christmas" and "What Child Is This" on **Stockinrock!** Need a copy? Let us know!!

Congratulations to **Entercom** **WMYX**/Milwaukee duo, **Dan & Jane**, on raising over 30,000 additional pounds of food during their annual "Stuff The Bus" charity promotion. The duo broadcast live from 5a-6p from a local supermarket and collected over 160,000 lbs. of food for Second Harvest of southeast Wisconsin.

Congratulations also to **Clear Channel** **HAC** **KMXD**/Des Moines' morning duo **Corey & Dee** who just raised \$10,000 for the Jaycees "Food for Families" program by staying on the air for 28 hours straight and playing requests for \$25 donations.

Radio Voice Productions, an audio production company featuring radio veteran **Barry Cedergren**, announces full audio production services available to radio stations around the country. 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. A lot of stations can't afford to have a full staff anymore. I want to give them a regular fresh voice in their breaks! 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 or by calling (763) 862-5721. You can also visit <http://www.radiovoicepro.com>.



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paradigm 2004:
it's full of **shift!**

July 15-18, 2004

Marriott City Center Hotel/Minneapolis
Info? www.theconclave.com

Triad Broadcasting HAC KLTA/Fargo, ND is holding its 14th Annual "Christmas Wish Request-a-thon" this week, anchored by morning show co-host **Jane Alexander** at a local mall, whereby listeners can have any song they choose played for a mere \$5 donation. The event raises over \$25,000 each year for needy families in the area.

Congrats to these talented members of the **Main Street** family of labels/artists on their **Grammy** nominations, announced yesterday in LA: Song of the Year – **Warren Zevon**, "Keep Me In Your Heart" on **Artemis**; Best New Artist – **Fountains of Wayne** on **S-Curve**; Best Male Pop Performance – **Zevon**, "Keep Me..."; Best Pop Performance – **Bon Jovi** "Misunderstood" on **Island & Fountains of Wayne** "Stacy's Mom" on **S-Curve**; Best Rock Performance – **Zevon**, "Disorder in the House"; Best Metal Performance – **Stone Sour** "Inhale" on **Island**; Best Rock Song – **Zevon** "Disorder" & **Nickleback** "Someday" on **Island**; Best Contemporary Blues Album – **Susan Tedeschi's** WAIT FOR ME on **Artemis**; Best Contemporary Folk Album – **Zevon** THE WIND; In a variety of country categories – **Shania Twain** on **Island & Tim McGraw** on **Curb**; and a special congrats to Conclave 2004 Legend **Willie Nelson's** "Beer For My Horses" (with **Toby Keith**)! Willie is nominated in a handful of other categories for **Lost Highway Records**, as well! We wish them well, and hope they take the stage many times next February (Warren will, in spirit!).



KCLD/St. Cloud's Sam Stevens, Dino the Manchild, Breanna, and Famous Amos hunker down to share their favorite TATTLER story after Breanna's debut St. Cloud gig last month!

Kimberley Locke

"8th World Wonder"

Adding 1/12/04

ALREADY
SPINNING-

WNOU 30x!!

WRVW 13x!!

WNCI 8x!!



Changes III. KMOX/St. Louis GSM **Clint Hasse** moves into the newly created post of Manager of New Business Development...WZEE/Madison PD **Tommy BoDean** has hired former sister HAC WMAD night talent **Quinn** for weekends and swing shifts...WMGI/Terre Haute, IN names overnight jock **Jamie Dawson** to fill Production Director/Night duties following **Ben Davis'** recent departure for WDJK/Louisville, KY...**Michael Mack** has exited **Radio One's** KTTB/Minneapolis as Production Director/Mix Show host...**Newradio Group** has named former **Staradio/Joliet**, IL GM **Gary Wright** as GM for WCMY and WRKX/Ottawa, IL, replacing **Dan Parker** who will retire at the end of the year...WKIO/Champaign-Urbana, IL has named former WWSW/Pittsburgh APD **Mitch Allen** as PD, effective mid-December.

The FCC has admonished **Great Lakes Community Broadcasting** for running what the Commission has deemed "impermissible donor and underwriting advertisements" and for airing too much original local programming on translator W214BH/Mount Pleasant, MI. The Commission ruled that underwriting announcements for seven clients included sale information and/or qualitative statements in violation of the rules, and that some of the announcements ran only on the translator in excess of the 30 seconds per hour limitation.

Jobs. **Radio One's** rhythmic T40 KTTB/Minneapolis is seeking a red-hot Production Director! Formatic history isn't important, but talent is! Send your resume and samples to GM **Steve Woodbury**, 5300 Edina Industrial Blvd Ste 200, 55439...We know of a nice, warm weather gig (inland California) for a rock air talent. We'll pass names...**Cox** Top 40/Rhythmic WBTS/Atlanta is searching for a tight, music-focused killer of a night jock that can assist in the music coordination realms as well as create some hot production. If this sounds like you, get your CD&R's to: WBST, Attn: **Sean Phillips**, 1601 West Peachtree St. NE, 30309. Or, if you prefer, email your stuff to hiremefornights@955thebeat.com...A great opportunity exists at **Main Street Marketing & Promotion** 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...All positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.