

# THE MAIN STREET Communicator Network TATTLEER

Happy Holidays from Main Street  
Tom Kay - Chris Mozena - San Taclaws

It's been a busy week for Omaha-based **Waitt Radio**, as **Brian Burns** exits as OM. Brian came to the group just over a year ago to program Triple A KCTY, and added Operation Director stripes to oversee KCTY, T40 KQKQ, and urban KBLR early last summer. But "wait" – there's more! **Waitt Radio Network's** VP/Programming **Mark Todd** flips offices – and titles - with Waitt Radio's OTHER Operations Director, **Phil Wilson** (who oversaw N/T KKAR-AM, mainstream AC KLTQ, country KOIL-AM, and sports KOZN-AM). Mark will move down the street to assist in the programming of the Waitt cluster, while Phil moves up the street to oversee Waitt Radio Network's various formats. Along with Brian, KKAR morning news anchor **Kristie London** leaves the group, with both exitings made for "budgetary" reasons.

Despite the fact **Kimberley Locke** and "**Eighth World Wonder**" have yet to experience "add day" (1/12-13/2004), the **American Idol** star is being heard on great radio stations across American like WXSS, WNCI, WRVW, and WNOU!! Clear a spot on your first 2004 playlist for next year's FIRST new superstar!! **Curb**

*Minneapolis Fall Book, Phase 2 Trends.* An exceptional middle month thrusts **ABC** rocker KQRS into the lead KQRS while sister active rocker KXXR knocks on the "6" door! KQRS 9.1-9.6, WCCO 9.3-9.3, KEEY 6.5-6.5, KXXR 5.2-5.8, KSTP-A 4.8-5.1, WLTE 4.6-4.8, KDWB 5.0-4.8, KQQL 4.4-4.4, KTCZ 4.4-4.2, KSTP-F 3.8-3.7, KTTB 3.4-3.4, KJZI 3.8-3.0, KFAN 2.4-2.8, WXPT 2.9-2.7, WDGY 1.0-1.5, WWTC 1.0-1.2, KLBB @-1.3-1.1, WFMP 0.9-0.9, KLCI 0.9-0.8, WGVX 0.9-0.8, WGVZ @-0.6-0.7, WMNN 0.5-0.5, WGVY @-0.1-0.1, KLBP @-0.1. Trends found in this **TATTLEER** are 12+ persons, 6A-12P, M-Su, 6A-mid, Phase 1 – Phase 2 comparisons. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Popping onto AC stations across the Midwest and America (picking up spins at **Entercom's** WRVR/Memphis and **Clear Channel's** KSOJ/Fresno): **Layne Larson's** "**Have Yourself A Merry Little Christmas**" and "**What Child Is This**" on **Stockinrock!**

According to *Radio & Records*, rumors are circulating that **Sam Elliott** – a former Fargo PD, and Midwest native - is the frontrunner for **Dusty Hayes'** recently vacated PD gig at **Radio One's** KTTB. Sam is PD of **Clear Channel's** KISN/Salt Lake City, a station that's been through several format tweakings over the past few years and is apparently headed for more as the station flips frequencies with sister T40, KZHT. Dusty's last day at KTTB is today; he begins his **Infinity** chores in Austin, TX on Monday...although he's been doing his new OM job by telephone and email for the past several weeks.

**David Young's** "**A Christmas I'll Remember**" becomes *R&R's* MOST-ADDED Mainstream AC track this week! In doing so, he becomes the first Minneapolis-based artist to ascend to MOST-ADDED status since **Jonny Lang** (and he's really from Fargo)!

According to reports from this week's *Atlanta Business Journal*, a Duluth, MN company called **IQStat** has launched the a test of a new product to compete with **Arbitron's** forthcoming Portable People Meter (PPM). The company has already outfitted 100 cars in the Atlanta area with a video tape sized device that monitors driver's listening habits as well as tracking a driver's exposure to outdoor ads using GPS technology. The company hopes to have the number of test units in the market raised to 500 by the end of the first quarter and has reportedly already signed a radio client and is in discussions with two others. A Tampa test is scheduled to follow a successful outcome in Atlanta. Stay tuned for more developments!

Spins continue to mount for **Breanna** and "**You Don't Have To Be Strong**"! KCLD 26x!!!! KCVM 20x!!!! Expect an even BIGGER 2004! **4 Entertainment**

Former WAPL/Appleton PD **Garrett Hart** is the new PD of **Cumulus** Rocker WRQK (Rock 107)/Canton, OH. Hart's previous programming experience includes the legendary WDVE/Pittsburgh. Most recently, Hart had been out of radio, consulting several Pittsburgh-area steel firms in marketing strategies — but now he's back.

**Kimberley Locke**

8th World Wonder

Adding 1/12/04  
ADDED EARLY  
**WXSS!!**




**CURB RECORDS**

**Breanna**

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

A MIDWEST BREAKOUT!

**KCLD 26x! KCVM 20x!  
KWOA 19x! KOIC 19x!**



**4 ENTERTAINMENT**

On  
KRTI  
KVHT  
KCVM  
KELO  
Nationally:  
WVRV, KSOB  
& more!!

*Layne Larson*

Have Yourself A Merry Little Christmas  
What Child Is This

**holiday**

Pending FCC approval, **Mississippi River Radio** has agreed to purchase the assets of **Zimmer Broadcasting's** stations in the Paducah, KY DMA (which includes Carbondale, IL) for \$43 million: WCIL AM & FM, WJPF/AM, WOOZ/FM, WUEZ/FM, WXLN/FM, KGIR/AM, KMAL/AM, KSIM-AM, KWOC/AM, KZIM/AM, KCGQ/FM, KEZS/FM, KGKS/FM, KJEZ/FM, KCLR/FM and KLSC/FM. Virginia-based **Max Media** is Mississippi River Radio's principal shareholder. The deal is subject to pending FCC approval.

**Rock Radio tip for 2004: Remember to take your Serotone!!**

According to Minnesota native, author/comedian **Al Franken**, **Progress Media** - a nationwide all-liberal radio network where Franken would host a three-hour daily talk show - could surface as early as March. The best-selling Franken has been in talks with a group of venture capitalists for several months, but is not yet under contract to host a show. Their plan for the network is "pretty far along," he said Tuesday in New York, where he was honored with a comedy award during the 2003 *New York Magazine* Awards. Interviewed by New York's *Newsday*, Franken teases, "We're playing around with names, but won't make the announcement until it's the right time. We want it to be as big as 'We captured Saddam.' If I do this radio show, I'm going to try to do it drug-free." Franken indicated there exists a need to interpret daily news events with a strong liberal bias, given there is no strong counterpart to the nationally broadcast opinions of conservatives like **Rush Limbaugh**, **Michael Medved**, **Michael Savage**, et al.



**KQIC MD Maryelin Macht** formally accepts an offer to become the 5th Sol Fa! Pictured here after TWO sold-out Tonic Sol Fa shows in Willmar: (L-R) Jared, Shaun, Maryelin, Greg & Mark!

fountains of wayne "stacy's mom"

R&R  
HOT AC  
22  
ADD KLLY!  
KZPT!  
WBNS 63x!  
WZPL 42x!

**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, just 12 days away!** **Save BIG money for 2004 in 2003!!**

**Clear Channel Radio** announced the formation of a new regional operating structure for the company's engineering initiatives, resulting in the promotion of 10 engineers to the newly created position of Regional Vice President/Engineering. The 10 will be responsible for driving technology innovation and upgrades for a specific region of the CC Radio group. This group will serve as a valuable resource for local station managers to ensure they have the latest technology at their fingertips. Effective immediately, the new RVP's of Engineering are: the Midwest region's **Allan Brace**, **Ben Brintzer**, **Tom Cox**, **Gil Garcia**, **Mike Gideon**, **Mike Guidotti**, **Paul Jellison**, **Ken Jones**, **Dan Mettler** and **Randy Mullinax**. Putting an interesting spin on this new CC consolidation, **Jeff Littlejohn**, VP/Engineering says "Clear Channel is committed to being locally managed, but globally resourced." It marks the first time in radio history the words "local" and "global" have been used to describe the same thing...

*Rumor:* Will the turning of the year to 2004 find a new contemporary Christian signal in a major Midwest market?

*AllAboutCountry* is reporting that veteran programmer and former Conclave Board member, **Dene Hallam**, has exited **Entercom's** country WDAF/KC. It announced no further details...

Condolences to *R&R* Country Editor and 2003 Conclave faculty member, **Lon Helton**, on the death of his mother, **Ardis Helton**. Ardis died on December 16. Services were held yesterday in Homewood, IL. In lieu of flowers, the family is asking for donations for the **Country Music Retirement Home** or the **Country Music Hall of Fame**.

*NEXT TATTLER:* Current plans are to publish a new year's edition of *THE TATTLER* - which turns 30 years old in 2004!!! - on Friday January 2<sup>nd</sup>. Like our friends in radio, **Main Street** will be working throughout the holidays but on a reduced schedule. We'll be in Monday 12/ 22 and Tuesday 12/ 23 (off W-F), returning Monday 12/29 but taking New Year's Day off. Reach out to us for any industry needs you may have (face it...who the hell else are you gonna be able to talk to???)! Happy Holidays from your friends at Main Street and the **Conclave!!**





A clothing drive was prompted this week by a *Chicago Sun-Times* story about students at the **Brennemann School** in Chicago when students asked the Season of Sharing program not for toys but for hats, coats, and gloves for the winter. **Infinity's** WSCR/Chicago host **Mike North**, his wife **Be-Be** and **Wal-Mart** rose to the occasion for the group of children when they delivered coats to 350 kids for \$12,000 paid for out of the Norths' own pocket! Other donations are paying for hats, coats, and gift certificates for the children at **McDonalds**.

NOT SO FAST, SHERIFF!! The January 12<sup>th</sup> court ordered liquidation of **Muzzy Broadcasting's** (3) Steven's Point, WI properties was called off earlier this week after **Rick Muzzy** was able to secure new financing and revenue sources.

*The TATTLER* sends its condolences to the friends and family of Milwaukee Braves announcer **Earl Gillespie** who passed away at 81. Perhaps best known for his trademark "Holy Cow", Earl called Braves games for 11 seasons, as well as doing Green Bay Packers games on radio and TV, plus college ball for Marquette and the U of W.

Kudos to **Krystal Broadcasting's** KYSL/Frisco, CO PD/morning man **Tom Fricke** and the entire station on their 19th Annual "Microphone Marathon." The former Grand Forks PD and **SBR** consultant was on-air for more than 12-straight hours to reach the goal of raising \$25,000 for the local Summit County charities

**Infinity's** WUSN/Chicago raised over \$1.3 million in their St. Jude Children's Radiothon held last weekend. The 26-hour station event topped last year's total by well over \$300,000!

Congratulations to **Waitt Radio** SVP **George Pelletier** who was appointed Chairman of the RAB's Small Market Advisory Committee (SMAC), effective at the next SMAC meeting during RAB2004, February 5th-8th in Dallas. Pelletier will succeed **Bliss Communications' Mike O'Brien**, who is currently nearing the completion of his two-year term as Chairman.

KKJO/St. Joseph, MO asked listeners to help grant Christmas wishes for kids in need to help them and their families have a very happy holiday. In just two weeks, KJO listeners responded by providing over 3000 gifts to be distributed to kids around the area.

**David Young**

R&R  
#1  
MOST  
ADDED!



New!  
KJOY WHBO  
KVLY WLTV  
WFPG WMGS  
WTCB

"A Christmas I'll Remember"

UNIVERSE MUSIC

*The TATTLER* send it's condolences to the friends and family of WWJ/Detroit news anchor **Tom McNamara** died last week of lymphoma at age 61. McNamara joined WWJ in 1976 and most recently served as weekend anchor.

Congrats to KHKI/Des Moines PD/morning man **Jimmy Olsen** and the rest of the station staff on their 5th Annual Toys for Tots Show (12/10). Country artists **Billy Currington**, **Brian McComas** and **Joe Nichols** played to a packed house and raised over \$3,600!

*Changes.* According to reports from this week's *Chicago Sun-Times*, 30 year market veteran **Jeff Schwartz** is upped to Station manager at **Infinity's** Talker WCKG/Chicago...after just eight months in Raleigh, NC former WKIE/WDEK & WKIF/Chicago OM/PD **Chris Shebel** is leaving WDCG & WRDU at the end of the month to pursue a new radio adventure...**Clear Channel's** WSNI/Philly APD/MD and longtime Conclave Executive Committee member, **Tom Cook** has joined PD **Jim Ryan** for part-time/weekend duties on sister WLTW/New York...Christian KTIS/Minneapolis, Northwestern College Radio and Skylight added cross-town Spirit FM talent **Ben Yehuda** as Network Music Coordinator effective last Monday (12/15).



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**Changes Too.** According to reports from this week's **Upper Midwest Broadcasting**, Oldies KVMI/Fargo has flipped to AC as "Star 103.9". The **Ben & Jim** show, which aired on the station when it was an FM Talk outlet on its former 96.7 frequency, will return in January for mornings...**ABC's** WJR/Detroit weekend "Kaleidoscope" and "Patterns in Music" host **Mike Whorf** has announced he will retire at the end of the month after 39 years with the station.

**Availz.** Midwest programming guru **Brian Burns** is looking for his next challenge. Reach him at (402) 598-6924 or [BrianRadioBurns@aol.com](mailto:BrianRadioBurns@aol.com).

**Jobs.** Country WCEN/Saginaw, MI is on the hunt for an on-air personality. No specific shift has been determined yet, but they are looking for an effective communicator with strong production skills and a few years experience. If this sounds like you then get your T&Rs to: WCEN, Attn: **Jim Johnson**, 1795 Tittabawassee Rd., 48604 or e-mail at [jjohnson@945themoose.com](mailto:jjohnson@945themoose.com)...HAC KFME/Kansas City is looking for a weekend radio star! Get your CD/Tape/MP3 & resumes to: KFME, Attn: **Jesse Tack**, 11863 West 112th St., Overland Park, KS 66062, or [jtack@e1051.fm](mailto:jtack@e1051.fm) ... (Christian CHR)WQFL/Rockford, IL is looking for a new morning

show person! Great staff and wonderful facilities! If you are interested, send your MP3 & resume to: **Paul Youngblood**, WQFL GM at [pyoungblood@101qfl.com](mailto:pyoungblood@101qfl.com)...Central Ohio's heritage rocker, QFM96, has an immediate opening for a 7pm - midnight talent. If you have a minimum 3 years on-air experience in classic rock, AOR or HAC and are highly motivated, creative and comfortable in front of a crowd, send your CD air-check, Resume and references to: WLVQ, Attn: **Dave Cooper**, c/o **Infinity**, 280 N. High Street, 10th Floor, Columbus, OH 43215...**DeMers Programming** is looking for PD candidates for new clients and format changes coming in the New Year. Classic Hits, Active Rock and AC positions are available in several medium markets. If you'd like to apply, send your presentation to: [jobs@demersprogramming.com](mailto:jobs@demersprogramming.com), or snail mail to: PD Search, DeMers Programming, 204 Exton Commons, Exton, PA 19341...CHR in Canton, OH needs reliable part timers ASAP! Send your resume and best breaks on CD or MP3 ASAP to: Q92, Attn: **John Stewart**, 393 Smyth Ave NE, Alliance, OH 44601...KLYV/Dubuque, IA has a rare opening for on-air PD. If you have Selector skills, can do a solid air-show and understand the importance of keeping things tight, rush resume, cover and mp3 air-check to **Mark Pollitt** at [mark.pollitt@cumulus.com](mailto:mark.pollitt@cumulus.com) with subject line: "Dubuque PD"...The PD position is open at Lansing, MI Sports outlet, The Ticket. Experience in sports broadcasting a must. Send resume to: **Dave Johnson**, 2495 Cedar St., Holt, MI 48842...T40 KFRX/Lincoln, NE is looking for dedicated part-time air talents to fill weekend and overnight shifts. Please submit your T&Rs to: KFRX, Attn: **Ryan Sampson**, 3800 Cornhusker Hwy, 68504 or send your mp3s to [ryan@peeperradio.com](mailto:ryan@peeperradio.com)...WDAF/Kansas City is looking for weekend on-air host. No fill ins...just one day a week! Send an MP3 & Resume, or CD or cassette to: Program Director, 4935 Belinder Road, Westwood, KS 66205...Classic Hits WXLs/Champaign-Urbana is searching for a new on-air/production staff member. You must have a good understanding of the Classic Hits format and know how to relate to our adult audience. A passion for shift prep is a must. Compensation is based on experience. Send your T&Rs to PD **Grant Thompson**, P.O. Box 17277, Urbana, IL 61803...HAC KCVI/Cedar Falls, IA is searching for a side-kick for the Jamie & Jim Morning show. For more information, contact PD **Jamie Phillips** at 319-277-1918, or email him at [mayberry10@hotmail.com](mailto:mayberry10@hotmail.com)...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.



**Jill Roen, KS95/Minneapolis MD, forces a smile after meeting Sting and asking if his real first name is "B."**