

THE  
**MAIN STREET**  
Communicator Network  
**TATTLE R**  
30  
30th Anniversary 1974 - 2004

**HAPPY NEW YEAR FROM YOUR FRIENDS AT MAIN STREET AND THE CONCLAVE!**

JUST IN: **Sam Elliott**, former **Clear Channel** Hot AC PD at KISN/ Salt Lake City, is returning to his Midwest home to program **Radio One's** rhythmic KTTB/Minneapolis. He'll be behind his new desk shortly!

*Milwaukee-Racine Fall Book, Phase 2 Trend. Journal's* N/T WTMJ continues its control of the 12+ battle. WTMJ-AM 10.3-10.7, WKLH-FM 6.7-7.1, WMIL-FM 5.9-6.5, WKKV-FM 6.4-6.3, WKTI-FM 4.9-5.3, WLZR-FM 5.0-5.0, WISN-AM 4.3-4.8, WMYX-FM 4.7-4.7, WXSS-FM 5.1-4.7, WLTQ-FM 4.5-4.5, WJMR-FM 3.5-4.3, WRIT-FM 4.4-4.2, WOKY-AM 3.8-3.5, WJZI-FM 3.3-3.0, WFMR-FM 2.1-1.8, WLUM-FM 1.9-1.7, WFZH-FM 1.2-1.4. Trends found in this *TATTLE R* 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**.

Mad Radio has returned the Mad City, as **Clear Channel** has jettisoned Smooth Jazz in Madison. 96.3 WCJZ transformed to "Mad Radio" on New Year "s Eve. WCJZ had been running jazz since March 2002 when it flipped from AC. 92.1 WMAD dropped Alternative in favor of Mod AC as "Mix 92.1" in October 2002. The new "Mad Radio" is running a hard/active rock format in competition with **Mid-West's** Active Rocker WJJO (94.1), and hopes to position the new station with Classic Rock WIBA-FM (101.5) in tandem against the well-rated rocker WJJO. While rumors suggested that the Smooth Jazz format might move to 92.1, that station has reportedly changed call letters to WXXM and plans to remain in the Mod AC format. Will the heritage WMAD calls will move to 96.3, which has also debuted a new website at [www.wmad.com](http://www.wmad.com)? For MP3 audio of the changeover, visit radio-geek website [www.wisconsinbroadcasting.com](http://www.wisconsinbroadcasting.com).

On Monday, KCCO (950 AM) will change its call letters to KSNB and become a business-oriented station by day and a sports-talker station at night. The Infinity 1,000-watt signal had been almost all business with sports play-by-play mixed in when sister station WCCO had a conflict with another game. WCCO has the rights to the Twins, Wild and University of Minnesota football, men's basketball and hockey. "We have been talking about this move for a few months and really made the decision about a month ago," Infinity Market Manager **Dick Carlson** told the *Minneapolis Star-Tribune*, "The concept of stations being part business and part sports has been done in a couple of markets." KSNB's only locally produced show will be hosted by **Mike Max** and **Rita Maloney** from 4-6 p.m. on weekdays starting Monday. Maloney, who was host of KCCO's morning show, is giving up her business duties. If KSNB does not have a game after "Max and Maloney" — the station will remain the radio home of the **Northern League's St. Paul Saints** as well as Gophers baseball and could begin airing other syndicated games — it will carry programming from **The Sporting News Radio Network**.

*Columbus Fall Book, Phase 2 Trend.* The top 3 stations in the market all drop shares, but maintain their order in the 12+ standings. WTVN-AM 8.5-8.0, WNCI-FM 7.8-7.6, WCKX-FM 7.5-7.1, WCOL-FM 6.8-7.0, WSNY-FM 6.2-5.9, WBNS-FM 5.3-5.7, WLWQ-FM 5.3-5.3, WBZX-FM 4.4-4.7, WHOK-FM 3.8-3.9, WXMG-FM 3.3-3.0, WFJX-FM 2.8-2.9, WBNS-AM 2.5-2.9, WCLT-FM 2.9-2.5, WMNI-AM 1.7-2.2, WCVO-FM 2.3-2.2, WWCD-FM 2.0-2.2, WODB-FM 2.3-2.0, WJYD-FM 1.7-1.5, WAZU-FM 1.3-1.4, WEGE-FM 1.6-1.3, WJZA-FM 1.3-1.2, WCOL-AM 0.7-0.9, WLW-AM 0.8-0.8, WSMZ-FM 0.7-0.8, WVKO-AM 0.8-0.7, WNKO-FM 0.9-0.6, WJZK-FM 0.7-0.6, WFCB-FM \*0.5, WRFD-AM -0.7-0.4, WDHT-FM 0.4-0.4.

*Dayton Fall Book, Phase 2 Trend.* **Clear Channel** AC WLQT challenges **Cox** country WHKO. WHKO-FM 9.0-8.4, WLQT-FM 7.4-7.6, WTUE-FM 7.0-6.9, WDHT-FM 6.7-6.5, WMMX-FM 7.3-6.4, WHIO-AM 5.7-5.6, WXEG-FM 5.9-5.6, WRNB-FM 4.9-5.0, WLW-AM 4.3-4.1, WGTZ-FM 3.7-3.8, WDKF-FM 3.0-3.1, WZLR-FM 2.4-3.0, WONE-AM 2.7-2.9, WFCJ-FM 1.9-2.0, WPFB-FM 1.6-1.9, WDPT-FM 1.4-1.7, WKSX-FM 1.9-1.6, WDAO-AM -1.3-1.5, WING-AM 1.0-1.3, WGRR-FM 1.0-0.9, WBZI-AM 0.6-0.8, WMOJ-FM 1.0-0.8, WDJO-FM 0.5-0.6, WYGY-FM 0.7-0.6, WKRC-AM 0.5-0.5, WIZE-AM 0.2-0.3.

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4 ENTERTAINMENT



*Grand Rapids Fall Book, Phase 2 Trend.* **Clear Channel** country WBCT drops over a share, while Citadel's rock WLAV gains nearly a share to tighten the race. WBCT-FM 11.9-10.7, WLAV-FM 7.0-7.9, WSNX-FM 6.9-7.1, WOOD-AM 6.2-6.1, WLHT-FM 4.6-4.4, WGRD-FM 4.6-4.1, WVTI-FM 3.3-3.9, WBFX-FM 4.4-3.8, WJQK-FM 3.5-3.6, WOOD-FM 3.8-3.6, WODJ-FM 3.7-3.2, WTRV-FM 3.4-3.1, WKLQ-FM 2.8-3.0, WFGR-FM 1.4-2.1, WJNZ-AM -1.4-1.7, WBBL-AM 1.4-1.6, WNWZ-AM 1.5-1.5, WMJH-AM -1.6-1.4, WFUR-FM 1.0-1.3, WMUS-FM 1.9-1.1, WTKG-AM 0.7-1.0, WGN-AM 0.8-0.9, WYVN-FM 0.5-0.8, WHTC-AM 0.6-0.6, WGHN-FM \*-0.5, WYGR-AM \*-0.5, WLS-AM \*-0.4, WSHZ-FM 0.4-0.4, WMRR-FM 0.4-0.4, WGHN-AM \*-0.1.

According to *The Milwaukee Journal Sentinel*, **Journal Communications** is ready to acquire radio and television stations and pumped with cash to pursue its plan. The company completed its initial public stock offering three months ago (9/24) and raised a net \$265.8 million. "We're going to have a very concerted effort to grow in broadcast," Chairman/CEO **Steve Smith** told the newspaper last week. He said the company's top priority is adding broadcast stations in the 11 media markets where it already operates. As far as speculation in the Milwaukee community that Journal Communications itself might ultimately be sold to a larger media firm, Smith said the post-IPO capital structure is designed to protect local control. Employee-owners hold 87 percent of the voting stock in the company and the founding Grant and Abert family holds another 9 percent to 10 percent.

*Indianapolis Fall Book, Phase 2 Trend.* **Susquehanna** country WFMS continues its wide lead, while Clear Channel rocker WFBQ enters the 8's! WFMS-FM 11.5-11.2, WFBQ-FM 7.9-8.4, WGLD-FM 6.9-7.2, WHHH-FM 7.6-6.8, WIBC-AM 7.3-6.2, WNOU-FM 5.4-5.2, WRZX-FM 5.1-5.1, WTLC-FM 5.2-5.0, WYXB-FM 4.4-4.9, WZPL-FM 4.0-4.3, WTPI-FM 3.0-3.3, WTTS-FM 2.6-2.7, WTLC-AM 2.1-2.3, WENS-FM 2.0-1.9, WYJZ-FM 1.7-1.7, WGRL-FM 1.8-1.6, WNDE-AM 1.3-1.2, WKLU-FM 0.8-1.1, WSYW-AM -1.2-1.1, WXLW-AM 0.8-1.1, WKKG-FM 0.9-1.1, WEDJ-FM 0.6-0.8, WXNT-AM 0.8-0.8, WRDZ-FM 0.6-0.8, WIJY-FM 0.6-0.7, WCBK-FM 0.6-0.6, WNTS-AM 0.4-0.6, WBRI-AM -0.6-0.5, WMDH-FM 0.5-0.4.

Iowa, one of the early battleground states in the race for the Democratic presidential nomination, will be the scene of a radio-only debate next Tuesday. The two hour affair will also be "audience-free". According to KCCI-TV's **ThelowaChannel.com**, it will be the candidates, a mic, and those listening to some 240 NPR affiliates. It's said to be the first radio-only debate in a presidential campaign since 1948.

**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.

*Lansing-East Lansing Fall Book, Phase 2 Trend.* **Citadel** country WITL captures a nifty middle month. WITL-FM 9.8-10.8, WJIM-FM 9.4-9.5, WJXQ-FM 7.8-8.3, WFMK-FM 7.8-7.5, WMMQ-FM 5.1-7.3, WHZZ-FM 6.7-5.6, WQHH-FM 5.5-5.4, WVIC-FM 4.1-4.2, WILS-AM 2.7-3.1, WJIM-AM 3.3-2.9, WQTX-FM 1.8-2.3, WJR-AM 2.0-2.1, WKMY-FM 3.3-2.1, WOOD-FM 0.8-1.2, WXLA-AM -0.8-1.0, WKFR-FM 0.8-0.8, WNNW-FM 0.4-0.6, WVFN-AM 0.6-0.6, WBCT-FM 1.0-0.6, WIOG-FM 0.8-0.6, CIMX-FM \*-0.4, WODJ-FM \*0.4, WBFX-FM 0.4-0.4.

**Northeast Indiana Broadcasting's** WAWK-AM Kendallville, IN was the victim of vandalism on Monday, as the transmission line was torn down, knocking the station off the air for about eight hours. Last Sunday evening, vandals broke open the lock on the gate on a seven-foot high fence surrounding the tower site and tore off a half-inch transmission line and hung on and damaged conduit leading to the station's satellite dish. Engineers were called in to repair the damage, and the station was back on the air later in the day.

**Minnesota Valley Broadcasting** is selling 1600 KWOM/ Watertown, MN to **WM Broadcasting** for \$600,000. KWOM currently carries ABC's "Oldies Radio" format along with regional sports play-by-play, and it has a good signal in the western Twin Cities metro, broadcasting from west of Lake Minnetonka with a 5kW signal day and night. WM Broadcasting is headed by **Pedro Zamora** of Brownstown, MI.



**Stockinrock's Layne Larson with Y94-WYYY/Syracuse morning hosts Pete and Brenda At 'Pete and Brenda's Live Christmas Broadcast'**



*Toledo Fall Book, Phase 2 Trend.* The market changes little as **Cumulus** country WKKO continues its lead. WKKO-FM 15.1-14.9, WVKS-FM 8.3-8.3, WRVF-FM 7.7-7.6, WIOT-FM 7.0-7.1, WSPD-AM 5.6-6.4, WRQN-FM 6.6-6.3, WIMX-FM 5.3-5.4, WWWM-FM 4.5-5.1, WJUC-FM 5.2-4.4, WXKR-FM 3.9-4.4, WLQR-AM 2.5-2.7, WRWK-FM 2.1-2.6, WTWR-FM 2.1-2.0, WJR-AM 1.8-1.7, WCKY-FM 1.5-1.4, CIMX-FM 1.5-1.4, WCWA-AM 1.0-1.1, WJLB-FM 0.8-0.9, WJZE-FM 0.8-0.9, WVMV-FM 0.7-0.6, WXQQ-FM 0.7-0.6, WQTE-FM \*-0.4, WRIF-FM 0.6-0.4, WTOD-AM 0.6-0.3.

Following their stunting just prior to the holidays, **Entravision** has flipped the simulcasted Dance outlets KDLD & KDLE/Santa Monica-Newport Beach to Alternative as Indie 103.1. With former Omaha PD **Michael Steele** at the helm, the station is currently running jockless and commercial free. The Midwest native Steele is well-versed in the LA market, having spent a number of years at KIIS as APD/MD under former PD **Dan Kieley** and current RVPP **John Ivey**. You can also check out the station's new web-site at [www.independent.fm](http://www.independent.fm).

**Clear Channel's** AC move-in from Chillicothe, WFCB, has relaunched as WLZT/Columbus, OH "93.3 Lite FM" with 5,000 songs in a row under former AC WMXY & Oldies WBBG/Youngstown PD **Steve Granato**. Expect former sister WNCI Morning Zoo co-host **Shawn Ireland** to do wakeups starting Thursday (1/8). Check out the station's new web-site at [www.933litelfm.com](http://www.933litelfm.com).

According to reports from this week's *Indianapolis Star*, 33 year old **Clear Channel** Alternative WRZX/Indy afternoon host **Adam Ritz** was arrested (12/30) on a preliminary charge of allegedly raping a 22-year old woman who was a babysitter for his kids on or about December 12<sup>th</sup>. Stay tuned for more developments!

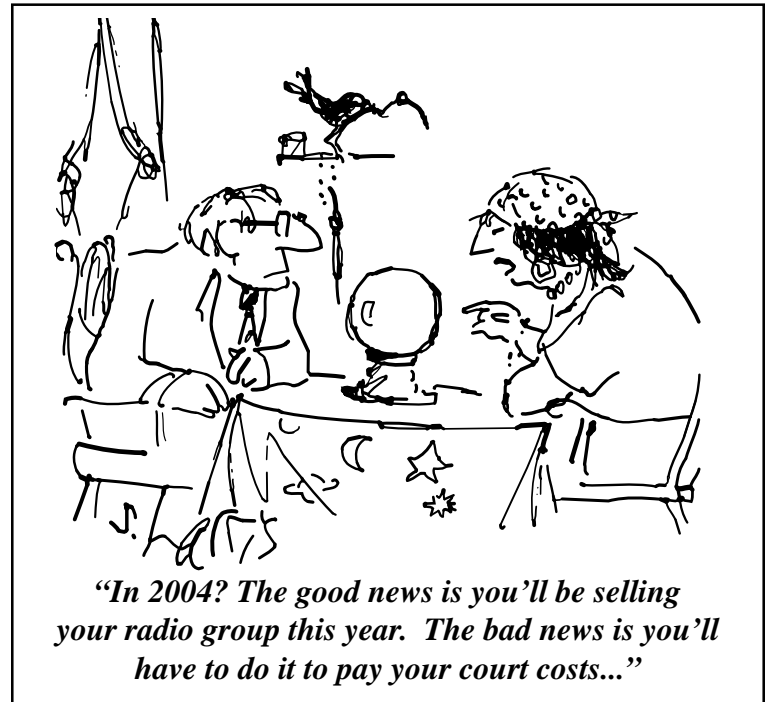
**Infinity's** WSCR/Chicago's "Score Plan for a Man's Man" contest had a snag when the essay winner, chosen to receive the \$10,000. "make-over" prize package, had submitted an entry far in excess of the 200 word limit. According to reports from this week's *Chicago Sun-Times*, the station's solution was to award the prize to both the disqualified "winner" and one random "winner" chosen from qualifying entries.

*Changes.* **Saga's** KAZR/Des Moines has named sister KSTZ part-time talent **Leigh McNabb** as Promotions Director... **Clear Channel/Madison** has upped **Gloria Hinrichs** as RVP/Marketing for the six-station cluster while she continues to handle marketing duties for Clear Channel/Chicago's non-Urban outlets, In addition, Clear Channel promoted WGCI and WVAZ/Chicago VP/Dir. Marketing **Angela Fleming** to RVP/Marketing for the Urban, Gospel, and Urban AC outlets, including the Milwaukee cluster, and she will continue to serve as Marketing Consultant to the CC/New Orleans cluster of seven stations... **Queen B Radio** has hired **Dan Sullivan** as the GM of its group, including WGLR AM&FM/Lancaster, WI, WPVL A&F/Platteville, WI, and KIYX/Sageville-Dubuque...1050 WLIP/Kenosha, WI has reportedly dropped WW1's Standards format in favor of ABC "s Unforgettable Favorites format.

More regional Construction Permits have been issued for 100 Watt low-power FM's, including 101.5/Beresford, SD, 101.3/Grand Forks, ND, 92.9/Grand Island, NE, 92.7/Shelton, NE, and 95.9/Moorhead, MN. The Moorhead CP goes to the **Women's Care Clinic** of Fargo, which plans to use the signal to "provide Christian programming with an emphasis on call-in counseling and instruction from biblical principles." The clinic offers women counseling on alternatives to abortion, as well as support services to pregnant women.

**Clear Channel** radio is getting three more signals in Bismarck, as they plan to purchase **Radio Bismarck-Mandan's** three remaining stations for \$8 million. CC will get 1130 KBMR (Country/Full Service), 94.5 KQDY (Country) and 101.5 KSSS (Classic Rock). Clear Channel already purchased Radio Bismarck-Mandan's 710 KXMR (now running Sports from KFAN) last year in exchange for three stations in southern Minnesota. This change will give Clear Channel six stations in the market and **Cumulus Media** will hold four. Some insiders expect this sale to gain significant attention with the FCC, as Clear Channel "s controls nearly the entire market in nearby Minot, ND, where some of the signals hold overlapping contours.

The FCC has granted construction permits for two 100-Watt low-power FM signals in the Eau Claire area, following a settlement between two competing applicants. 102.7 FM will feature "an alternative to mainstream media" from the **Eau Claire Broadcasting Association**, while **Chippewa Falls Christian Radio** will gain a signal at 97.3 FM to carry the **Three Angels Broadcasting Network** and some local Christian programming. This move marks the sixth Construction Permit for LPFM signals in the Chippewa Valley area, with one 107.9 WLFK-LP "Wolf 108" already on the air. Changes. 100-Watt stations 98.3 KCDM-LP/Burlington, IA and 96.7 KCRM-LP/Marshalltown, IA is now on the air, carrying Catholic programming...



# Conclave XXIX

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The two stations which share time on 106.5 in St. Louis Park, **St. Louis Park High's KDXL** and the **University of Minnesota's KUOM-FM**, have applied to increase their antenna height from a nearby tower. The two stations share the same transmission facility, with KDXL operating during the day and KUOM-FM operating at night and on the weekend. They are currently 8W at 26m above average terrain, and would increase their antenna height to 77m with the same power from a site 2.9km to the east. That would expand 106.5's coverage area to include most of Minneapolis.

The TATTLER mourns the loss of **Dale W. McCoy Jr.**, 78, of Chanute, KS who died Christmas Eve at St. Francis Hospital in Wichita. His long career as a broadcaster began 55 years ago, culminating in station ownership. McCoy was President of the Kansas Association Of Broadcasters (KAB) from 1967 to 1968, served on the KAB Board and chaired numerous KAB committees for over 30 years. In 2000, the KAB established the Kansas Broadcasting Hall of Fame with the induction of past recipients of the Distinguished Service Award as Charter Members.

*Availz.* Former **Waitt Media/Omaha OM Brian Burns** is interested in heading back to the Carolinas, or somewhere along the Eastern seaboard. Reach him at (402) 598-6924 or [Brianradioburns@aol.com](mailto:Brianradioburns@aol.com).

*Jobs.* WMGN-Magic 98/Madison is searching for a full-time overnight radio talent. Are you a motivated self-starter? Good with details? Able to manage multiple tasks? Specific requirements include: Previous commercial adult contemporary radio experience and a flexible schedule to handle a combination of 6 weekly air shifts including weekends. Strong people skills and previous experience with public appearances and remote broadcasts. Proven production skills (Cool Edit is our production program of choice). No phone calls, please. Salary will be commensurate with experience and a full benefits package is available. Forward your resume and audio demo to Program Director, WMGN, Box 98 Madison, WI 53701...Active Rocker KFMW/Waterloo-Cedar Rapids, IA needs a high energy air personality to fill an immediate opening for 6-Midnight! The job may also include producing

station imaging. Send your air-check and resume today to: KFMW, Attn: **Michael Cross**, 514 Jefferson St., Waterloo, IA 50701...**The Cromwell Group Inc.** is seeking a PD/Air Personality for three radio stations in Mattoon, Illinois. Duties include: overseeing operations on an Alternative Rock station, voice-tracking on a Country station and a live air-shift on a Rock station...plus production. Interested applicants send packages to: **Bub McCullough**, 209 Lakeland Blvd. Mattoon, IL 61938, or e-mail your resume to: [Bub@radiomattoon.com](mailto:Bub@radiomattoon.com)...Looking to escape the corporate radio environment? Talk Radio 1670 in Madison, WI has an exciting opportunity for a midday talk show host with a minimum of two years of on-air experience. Get your materials to: **John "Sly" Sylvester**, 2740 Ski Lane, 53713...**Clear Channel/Minneapolis, MN** has an opening for a full-time traffic anchor position. This is a split-shift (5-9am and 3-7pm), and duties include information gathering & traffic reporting, and may include some mobile reporting. Knowledge of Twin City area roadways is a MUST, with traffic and/or news experience a plus. Rush your T&Rs to: **Total Traffic Network**, c/o Clear Channel Radio, 1600 Utica Avenue South Suite #400, 55416...**Entercom/Wichita** is seeking a full-time Webmaster/Internet Director to develop strategies and objectives for five web-sites. Position will oversee listener-member programs, e-mail marketing programs, web-site revenue opportunities, all web programming including content, scheduling contests, events, etc. Radio experience a plus. E-mail resume along with URL list/Portfolio of work, if available, to [jwise@entercom.com](mailto:jwise@entercom.com)...**Clear Channel/Omaha** has several openings. They are looking for a part-time production assistant looking to show off SAW and Cool Edit talents to the Husker Nation. Email your best stuff to [jimsteel@clearchannel.com](mailto:jimsteel@clearchannel.com) or snail mail to: Clear Channel/Omaha, c/o "I want the Production job", 5010 Underwood, 68132...In addition, the company is seeking promotions pros and marketing. If you are computer literate and an organized thinker who understand the advantages that Radio has over all other mediums when it comes to creating excitement, email your resume (yesterday) to [mitchbaker@clearchannel.com](mailto:mitchbaker@clearchannel.com)...WJXQ/Lansing, MI is looking for an overnight talent. Start the year with a new gig in MSU Spartan country. If you live the rock-n-roll lifestyle, can communicate to an 18-34 audience and want to hone your skills, get your T&R in the mail today to: WJXQ-FM, C/O Midnight Madness, 2495 Cedar St., Holt, MI 48842...Northern Michigan HAC has two immediate openings, both afternoons and nights, with production and public appearances a must. Send T&Rs to: WKPK/WKVK, Attn: **Rob Weaver**, 28 Old Colony Rd., Gaylord, MI 49735, or email [rweaver@wkpk.com](mailto:rweaver@wkpk.com)...**Cumulus Media/Waterloo, IA**, has a rare opening for an afternoon drive talent at their premiere country station K98.5. If you love country music and enjoy getting out in the community, we want to hear from you. Mail your T&Rs to: KOEL, Attn: **Bucky Doren**, 501 Sycamore Street, Suite 300, Waterloo, IA 50703, or email to: [bucky.doren@cumulus.com](mailto:bucky.doren@cumulus.com)...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.