

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

The **House Energy and Commerce Committee** has approved the controversial indecency bill, upping the maximum fine per violation to \$500,000 with no maximum for multiple violations in a single incident. The unprecedented amount of the radio/TV fine nearly doubled a proposed ceiling of \$275,000. The maximum fine which previously could have been assessed was \$27,500. The bill also requires the FCC to hold license revocation hearings after three violations. In addition, performers involved in the incident would be liable for fines up to ANOTHER \$500,000 bringing the possible total fine for ONE violation of indecency to \$1 million! Under the proposed statute the FCC would have 180 days to act on complaints. Midwest legislators led the charge with Rep. **Fred Upton** (R-MI) saying "we have forged what I believe is a bill that will protect young people from indecency and deter companies from pushing the envelope of appropriate broadcasting." The bill could hit the House floor as early as next week, while the **Senate Commerce Committee** may introduce its own version of an indecency bill, marking up a bill written by Sen. **Sam Brownback** (R-KS). The measure passed on a 49-1 vote. In the "too little-too late" department, the **NAB** is rumored to propose the reinstatement of its voluntary code of conduct at its March 31 indecency forum. *Comment: Sorry, **Eddie Fritts** – Congress smells blood, an important November election, and the possibility of earning some easy money and front-page headlines, courtesy of radio and television. Say what you will, but hasn't **Janet Jackson** proven herself to be the most influential woman in media?!*

Keri Noble had her official unveiling this week in Minneapolis, as she performed an amazing showcase at the swank Rossi's downtown (check it out when you come to the Conclave in July!!) **EMI** luminaries like **Bruce Lundvall** were in attendance, as was every important retailer in the **Best Buy, Target, and Musicland** world. As one exec whispered on their way out – "Breath-taking...!" That summed it up, as this young artist pelted the room with more heart-felt emotion than the gaggle of hardened professionals had heard in a long, long time. Highlights from her set included the anthemic "**I Won't**" and her single, "**Talk To Me**" (added KVUU!). Her album – **FEARLESS** – hit retail the next day. **Manhattan**

Minneapolis Winter Book, Phase 1 Trend. **ABC** rock **KQRS** stays on top. **KQRS-FM** 9.1-9.3, **WCCO-AM** 8.6-8.5, **KSTP-AM** 5.4-5.7, **KEEY-FM** 5.9-5.6, **KQQL-FM** 5.7-5.6, **KXXR-FM** 5.3-5.2, **WLTE-FM** 4.8-5.0, **KSTP-FM** 4.2-4.6, **KTCZ-FM** 4.2-4.5, **KDWB-FM** 4.7-4.5, **KFAN-AM** 3.4-3.6, **KTTB-FM** 3.3-3.1, **KJZI-FM** 2.4-2.6, **WXPT-FM** 2.5-2.6, **KLBB-AM** 1.6-1.7, **WDGY-AM** 2.1-1.4, **WFMP-FM** 0.8-0.9, **WWTC-AM** 0.9-0.9, **WGVX-FM** 0.9-0.8, **KLCI-FM** 0.7-0.6, **WGVZ-FM** 0.6-0.5, **WMGT-AM** 0.4-0.4, **WWJO-FM** **.0.4, **WMNN-AM** 0.5-0.4, **KLBP-AM** **.0.1, **WGVY-FM** **.0.1. All Trends

reported in this **TATTLE R** are 12+ persons, 6A-12P, M-Su, 6A-mid, Fall '03 – Nov/Dec '03/Jan '04 comparisons, unless otherwise noted. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

So, guess who's going to be featured in **PEOPLE**, ABC's **20/20**, the **Wayne Brady show**, **E!News**, etc? **John Kerry**? **Sean Penn**? **President Bush**? **Howard Stern**? Nah...the answer is **Kimberley Locke**! The American public knows and understands the magic Kimberley represents, and they just can't get enough. "**8th World Wonder**" is a ready-made conversation starter for radio's target audience, and stations **YOU KNOW** like **WIXX** and **WXSS** aren't shy at all about rotating her 45x and 43x respectively. Kimberley has provided a perfect balance record to ease those all-too-frequent music scheduling nightmares. America is serious about Kimberley, and you should be too! **Curb**

Frequent Conclave faculty member, **Tom Griswold** of **Bob & Tom** fame is now on record as someone who does NOT want to test the **Clear Channel** indecency policy. As you know, **Bob & Tom** are syndicated by **Premiere** and host morning drive on **WFBQ/Indianapolis**; both are **Clear Channel** owned and operated. Obviously paying attention to the adventures of **Bubba The Love Sponge** and **Howard Stern**, Tom has indicated their normally raunchy morning show has been toned down considerably. Although the team has only been fined once, Tom said they will take no chances of pushing the envelope. He said the rules laid down by both **CC** and **Congress** are "vague" and that's why he and **Bob** will not be featuring material anywhere "near the line". Smart guy, that **Tom Griswold** is...

Once again grabbing most-added honors at **T40** and **Hot AC** this week is **Hoobastank** and "**The Reason**"! But please don't think this is one dimensional story, involving only a quantity of stations, either. Quality call-letters dot the add-scape: **WNCI, WPRO, WHYI, WBLI, WNOU, WVRV**, etc. Add the quick-spin saga developing along with adds – **WKRQ 25x, WZPL 23x, KFMB 22x, KRQQ 28x, WIXX 21x** – and you have the makings of an across-the-board smash! **Island**

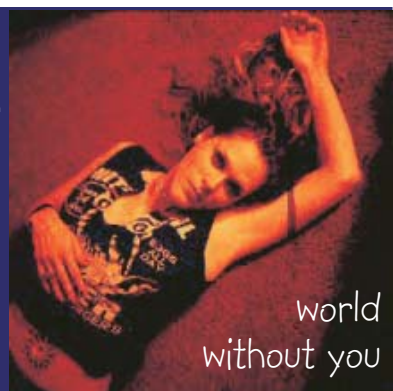
Five for Fighting (for the Infinity gig) Dept: Was a large assortment of wannabe's whittled to a list of "fab 5" finalists, with the last interview for the **Gary Nolan**-vacated **WLTE-WXPT/Minneapolis OM** post ending just a few hours ago? Will the white smoke rise from **GM Dick "Mr." Carlson's** office by early next week? Is the front-runner a major market vet, or will the prize be awarded in a surprise selection of a Midwest secondary programmer with multi-station experience? Along with the winner's announcement, will there also be a restructuring of the position that could allow the **OM** to concentrate on mainstream **AC WLTE** while overseeing a **PD** who would be named to guide 80's **WXPT (Mix 104.1)**? Could we just be making all this stuff up just to see how many questions we can ask in one **TATTLE R** story??

While classics like "**Don't Know Why**" took a while to ignite at radio, **Norah Jones** and "**Sunrise**" seems to be on a much quicker course of radio acclimation. The ever-so-tough **Leighton Peck** and **KS95** is the latest to jump on board, as did his Midwest compatriots at **WENS** and **WMMX**! But adds are only one piece of the puzzle. **KYKY** bumped her from 6 to 33x this week, and **Greg Strassel's** **WBMX** clocked in with 28x. So, is it working? You won't know until you spin it, but here's a hint ("yes!") **Blue Note**

hoobastank
THE REASON
R&R CHR debut 43
R&R Hot AC - Most Added!
A Well-Reasoned Add at **WVRV, WHYI, WBLI, WPRO, WNCI, WNOU, WGTZ, WWCK, KBEA, KKDM, WTBX, WZOK**, etc.

KIMBERLEY LOCKE
"8TH WORLD WONDER"
R&R CHR 31
1700+spins +208
AIRPLAY MONITOR TOP 40 31
1600+spins +175
"Top 15 calls & top 12 in research!"
David Burns, **WIXX/PD**
People Magazine! Wayne Brady Show! ABC-TV's 20/20! XM! Sirius! Music Choice! AOL!

BETH HART
As featured on CBS Daytime
world without you





Milwaukee Winter Book, Phase 1 Trend. Journal N/T WTMJ picks up a half share to stay in the lead, as both WMYX and WLTQ start to factor out the Christmas month. WTMJ-AM 10.0-10.5, WMIL-FM 6.8-7.4, WKLH-FM 7.3-6.6, WKKV-FM 6.5-6.1, WLZR-FM 4.8-5.4, WKTI-FM 5.2-4.8, WISN-AM 4.4-4.7, WMYX-FM 5.1-4.4, WJMR-FM 4.7-4.3, WRIT-FM 4.1-4.3, WXSS-FM 3.9-4.3, WLTQ-FM 4.8-3.9, WOKY-AM 3.7-3.4, WJZI-FM 2.5-2.7, WLUM-FM 2.5-2.7, WFMR-FM 1.9-2.1, WFZH-FM 1.3-1.5, WAUK-AM 1.2-1.2, WTKM-FM 0.7-1.1, WIND-AM 1.1-1.0, WNOV-AM 1.1-0.9, WMCN-AM 0.7-0.8, WBWI-FM 0.8-0.8, WDRV-FM 0.4-0.6, WEXT-FM 0.6-0.6, WWDV-FM 0.5-0.5, WGN-AM 0.5-0.5, WTKM-AM 0.2-0.4, WBBM-AM 0.4-0.4, WGLB-AM **-0.3.

They're baaack – and we're talking **Hanson**, here! But not the Hanson you remember from the 90's. A few years back they sold an album or two or several million, and earned the adulation of fans around the world. Fast forward to 2004, where Hanson continues performing in an acoustic, super-charged environment before an audience which has now grown into core demo's for hot AC and mainstream T40. You've been serviced "**Penny & Me**", along with the astonishing EPK of their "Underneath" unplugged tour. Listen! View! Add! Already on board for next week: **WXXL! 3CG Records**

Changes. WUBE/Cincinnati has announced the return of former B-105 CMA Award-winning DJ **Bill Whyte** after 12 years! He will join morning show veteran **Amanda Orlando** and former veteran Tri-state television news anchor **Randy Little** in the new B-105 Morning Show...KZSN/Wichita has named former sales guy **Brad Streeter** as morning co-host, joining **Don Hall** and **Cathy Carrier**, effective (3/8), replacing **Pat Moyer** who recently moved to mid-days...WRKR/Kalamazoo, MI night jock **Warren Kluck** picked up APD stripes this week...**Seehafer Broadcasting** will retain ownership of HAC WYCO & Sports WXCO/Wausau, WI following the cancellation of it's sale to **Badger Communications**...WKFS/Cincinnati picks up WEZB/New Orleans talent **Carson** for MD/nights, effective Monday (3/15)...WKLQ/Grand Rapids has tapped WKZQ/Myrtle Beach afternoon host **Splatz** to handle MD/nights while interim MD **Sean Kelly** is bumped up to APD...**Clear Channel**/Mason City, IA Market Manager **Charlie Thomas** has moved up to Market Mgr. for the company's Shreveport, LA cluster. The transition is expected to happen over the next month...WDBR/Springfield, IL OM/PD **Michelle Mathews** has reportedly tendered her notice and is expected to make an announcement of her new programming gig very soon...Iowa's **Edgewater Broadcasting** and **Radio Assist Ministry** received several more construction permits for new translators this week: 99.9 Ames (92W); 97.9 Decorah (4W); and 106.9 Estherville (5W). The stations are expected to run religious satellite programming from **Calvary Satellite Network**...

Every year, an unknown artist breaks the T40 barrier and becomes a household word. **Avril**, **Pink** & **Beyonce** are all recent examples. In 2004? Our vote goes to **Plumb!** "**Boys Don't Cry**" represents the kind of lyric that hits the female demo squarely in the ears, which is why WZKL, WXXX, WAYV, WNDV and WHSB pulled out this Plumb in a tough week for new artists. Put a laser to it, and enjoy! **Curb**

Omaha Winter Book, Phase 1 Trend. Clear Channel country KXKT widens the lead, while **Journal** rock KEZO slides. KXKT-FM 8.4-8.8, KFAB-AM 8.5-8.5, KEZO-FM 8.6-6.9, KGOR-FM 6.3-6.3, KLTQ-FM 5.4-5.9, KSRZ-FM 5.4-5.9, KKCD-FM 3.9-4.9, KQKQ-FM 4.4-4.7, KQCH-FM 3.9-4.4,



Added WJDF WSNN WOCO WMVA WKAM WJER KWRK KTQM KRAJ KLKC WLKG

Harleem Lee's "Bless My Soul" is quickly jumping into double-digit add and spin territory after just a couple of weeks at radio. WTCX 15x, WFDL 15x, WBDL 12x, KRTI 10x; added WLKG, WCCQ, KLKC, etc. Harleem's message cuts through and defines the essence of spirit in the nation's heartlands. Please listen! **Wire**

The **Country Radio Broadcasters (CRB)** has announced winners of its Radio Promotion Award, which recognizes radio stations from across the nation for their creativity and promotion implementation. The Midwest stations being recognized at CRS this week include; KEEY/Minneapolis, for their Steers and Stripes Harley Davidson Raffle for St. Jude's Children's Research Hospital and Medium market 1st Runner-Up went to WQMX/Akron for their Rising Star Showcase, while two additional Midwest outlets took home 1st and 2nd Runners up awards: WYTZ/Benton Harbor, MI for Fishing Is Fun For Kids Day and WIBW/Topeka, KS for its Yellow Ribbon Campaign! Congratulations to all the winners!

Joss Stone "Fell in Love With A Boy" attracts **Dan Kieley's** KRBV this week, as smart T40's across America start to figure out this artist and song are the real deal. Radio is being helped big-time by MTV & MTV2, now airing her incredible video 49x per week! Joss has definitely dealt with the "if" – now, it's just a matter of "when"! **S-Curve**

Congrats to last week's winners of the **2004 Milwaukee Achievement in Radio (A.I.R.)** awards. Stations which grabbed 2 or more awards included; WTMJ - 8, including Best Local Talk Show - **Charlie Sykes**; WKTI - 7, including Best Program Manager/Director - **Bob Walker**; WXSS - 6, including Best Midday Show - **PJ**; WKLH - 3, including Best Morning Show - **Dave & Carole**; WLZR - 3, including Best Afternoon Drive Show - **Fish**; WLUM - 2, including Account Exec of the Year - **Tom Cheng**. The A.I.R. Lifetime Achievement Award was presented to **Willie Davis**, the head of the **Milwaukee Radio Alliance**.

When a megastar like **Joey McIntyre** provides AC/Hot AC radio with a lyrical gem like "**L.A. Blue**" erudite radio stations like WMC, KLLY and KCDU pay attention. You should, too! **Artemis**

What do WSNY, WRRM, WOOD, WMXC, KEZK, and WARM have in common? They all jumped on board **Wynonna's "I Want To Know What Love Is"** this week! Familiar artist + familiar song = big adult hit!! **Curb!**


Kudos to WFBQ/Indianapolis PD Mike Thomas and staff on the huge success of last weekend's 12th Annual Bob & Tom Radiothon and Q95 Pay for Play Weekend, where they raised over \$76,000 for the Leukemia & Lymphoma Society. The morning duo stayed on the air for 12 hours on Friday and auctioned off music and sports memorabilia throughout the event. The item that brought in the most money were two sets of autographed Billy Joel piano keys which brought a winning bid of \$4,000.

Fountains of Wayne "Mexican Wine" T40 Add of the Week: **Jon Zellner's** KMXV! **S-Curve**

Conclave XXIX: Paradigm 2004 - It's Full of Shift! July 15-18, Marriott City Center/Minneapolis • www.theconclave.com
MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
 PHONE/FAX: 952.927.HITS (4487)/927-6427 E-MAIL: tomk@main-st.net WEB: www.main-st.net

Plumb
Boys Don't Cry

Added KALZ, KLLY, KOSO, KSII, KVUU, WAYV, WXXX, WZKL, WNDV, WHSD, MORE!



fountains of wayne
mexican wine
added
KMXV!



HANSON
"Penny & Me"



Adding @ T40 NOW!

Entercom Top 40/Rhythmic KDGS/Wichita and its morning show stepped up to help a family suffering through the tragic loss of their 6-year old son this past week. The local 6-year old boy died suddenly of a heart attack while on a school playground. The youngster appeared to have had a blood clot that had traveled into his heart. After getting word of the boy's mom's poor financial situation, **Crash** and **Hitman** from KDGS' morning show went on the air to raise money to pay for the 6-year old's funeral. Within 24 hours the pair had raised over \$5,000 from listeners to pay for a funeral and offer some aid to the boy's mother and 4-year old.

In your hands now, is **Beth Hart's "World Without You"** on **Koch**. You may be familiar with Beth, but perhaps not her song. Don't worry. Millions of listeners already are. **CBS Daytime** is the reason. You see, "**The Young & The Restless**", "**The Bold & The Beautiful**", "**Guiding Light**" and "**As The World Turns**" all feature Beth's song in the music bed for their advertising spots running throughout the day. These spots are seen by over 2 MILLION VIEWERS PER DAY in a campaign which runs through May 31st. Want a piece of this high-cume exposure for your forthcoming, ultra-important spring book? You just received it from Koch...

Midwest Communications has named **Jason Hillery** PD at Top 40/Rhythmic WLYD/Green Bay, WI replacing PD/morning man **Joel Matthews** who exited earlier this week. Hillery, who is currently OM at **Central Wisconsin Radio Group's** WSPT and WKQH/Wausau/Stevens Point, WI, will exit his post Friday (3/12) and be in Green Bay the following Monday (3/15).

Be Careful What You Wish For Dept: **Sean Ross'** "Ross On Radio" column (found on the **Edison Research** website, <http://www.edisonresearch.com/RossOnRadio.htm>) confirms that country radio has now found out what pop and rock folks have known for a while. Cutting the number of country reporters (essentially, from smaller markets) seems to have an identical impact the same pruning had on pop/rock charts a few years ago : trade charts slow down, sales get hurt. Ross examined the results of having both **R&R** and **Monitor** shave the number of country reporters (as they did 5 months ago) to help Nashville labels control "the cost of doing business." Writes Sean, "Labels asserted that the tighter panels, which variously eliminated slower stations and smaller market reporters, would help break new artists and reduce the 6-to-10 month trip to the top 10 that all but the most obvious hits had to endure...analysis shows that the charts have, if anything, gotten slower following the chart changes, that new artists are no more represented in the top 10 than they were in October, and that Country's representation among the top selling albums is down sharply from a year ago." Those are pretty similar impacts the pop/rock world experienced after the "parallel three" stations were eliminated a few years ago. *Comment: Now, we understand what a smaller reporter base has done to the true "cost of doing business" in the music industry: fewer labels with fewer artists, smaller staffs, reduced budgets, record downturns in CD sales, etc. Isn't progress a wonderful thing?*

Did you know the **Conclave** has quietly extended the earlybird deadline until the end of the month? Many programmers indicated they wanted to take advantage of the bargain, but the budgeting/payment process is simply taking too long at most companies to beat the old March 1st deadline. So the good news is: the \$199 rate will be honored through the month of March, raising to \$299 on Thursday, April 1st. Save a C note...register for **Conclave XXIX - Paradigm 2004: It's Full of Shift** NOW! Download a form on

www.theconclave.com (ignore the deadline date of February 1), or register securely right on the website using our partner, **Paypal!** Or if all else fails, call or email us and we'll fax you a form.

Atlanta-based **Cumulus Media** announced this week that it is acquiring the seven station **Premier Marketing Group** clusters in Columbia and Jefferson City, MO at a reported price of \$38.75 million. This move adds to Cumulus' growing holdings in Kansas and Missouri, with the company picking up Top 40/Rhythmic KOQL/Ashland-Columbia, Triple A KBXR/Columbia, Active Rocker KBBM/Jefferson City-Columbia, Classic Hits KJMO/Jefferson City, AC KPLA/Columbia and Talkers KFRU/Columbia and KLIK/Jefferson City. Additionally, Cumulus grabbed Christian AC KCVK/Otterville-Sedalia, MO late last week. It also recently purchased KRLK/Stockton, MO in January. Both KCVK and KRLK broadcast at 107.7 FM, and Cumulus is expected to downgrade the signals or move the towers to minimize interference with recently acquired 107.7 KMAJ/Topeka, KS. KMAJ is working on a signal upgrade plan that will move it closer to the Kansas City metro area. There's no word on expected formats for KCVK or KRLK, except that simulcasting of KMAJ is not expected. Cumulus also recently acquired T40 KCHZ/Kansas City ("95.7 Channel Z"), marking a strong entry into the Kansas and Mid-Missouri area.

American Women in Radio and Television (AWRT) announced earlier this week that WLNK/Charlotte, NC radio host **Pam Stone** is this year's winner of the **Gracie Allen Award** for outstanding entertainment program for comedy radio in radio markets 26+. The Gracie's, established in 1975, honor programming and individuals of the highest caliber in all facets of radio, television, cable and web-based media. Actress/Comedian Pam Stone co-starred in the **ABC TV-Sitcom "Coach"** playing basketball coach Judy Watkins from 1989 to 1994 & 1997 with **Craig T. Nelson**. She began her radio program with WLNK in July of 2003. The show originates 10AM to 12 Noon daily from her horse farm in South Carolina. **Jefferson-Pilot Communications'** WLNK morning show co-host **Sheri Lynch** - of the nationally syndicated "Bob & Sheri Show" - won the Gracie in 2002 for best nationally syndicated radio program. The Gracie Allen Awards local market award winners will be presented at a luncheon on Monday June 21, 2004 at the New York Hilton Hotel.

Changes too. KBEA/Quad Cities, IA has picked-up sister KCDD/Abilene, TX talent **Hunter** for nights...Country WFXD/Marquette, MI PD/morning man **Ron Stevens** has exited the station...former **Pro Radio** GM/partner and 32 year local radio vet **Bob Denver** has been appointed Market Manager of **Clear Channel**/Bismarck, ND...WNHT/Ft. Wayne, IN has named **Adrian Lewis** of WRCL/Saginaw, MI as the station's new night host and Mix Show Coordinator...The minor league baseball team Beloit Snappers have inked a deal for (21) games to be carried by Sports WTJK/Beloit, WI with **Reed Roberts** handling the play-by-play...**Equity Music Group** has upped **Tom Moran** to Sr. Dir/Nat'l Promo. In addition to his Midwest region, the Midwest promotion vet will also take on additional duties in the Nashville office...Country WLFF/LaFayette, IN PD/morning-man **Don Elliott** has exited the station...Talker WAAM/Ann Arbor, MI has named longtime cross-town AC WQKL morning host **Lucy Ann Lance** as morning host...**Good Karma Broadcasting** buys Sports WAUK/Waukesha-Milwaukee from **Walt-West** for a reported \$2 million...KWBZ/Monroe City-Hannibal, MO has flipped from Jones Network AC to Jones Classic Hits as "The Buzz"...Christian 94.1 KCPR/

Conclave XXIX: Paradigm 2004 - It's Full of Shift! July 15-18, Marriott City Center/Minneapolis • www.theconclave.com
MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
 PHONE/FAX: 952.927.HITS (4487)/927-6427 E-MAIL: tomk@main-st.net WEB: www.main-st.net

Fell In Love With A Boy

R&R Triple A 21

BDS Triple A 15

JOSS STONE

In the summer of 2004,
Get Really Shift-faced!

Conclave XXIX: Paradigm 2004
It's Full of Shift • July 15-18
Marriott City Center • Minneapolis
www.theconclave.com

R&R Triple A debut 27

EVENING IN JUNE VAN MORRISON

Bowling Green, MO has changed call letters to KPVR...Wausau's 89Q (WCLQ/89.5) has completed its upgrade from 5kW to 90kW, changing from class C3 to C1...after beginning a replay of the KQDS/Duluth, MN morning show at 9am a few weeks ago, **Red Rock Radio's** KQDS/Duluth has officially dropped **CNN Headline News** in favor of a talk format...

Jobs. Country WFYR/Peoria, IL needs a mid-day person. If you think you have what it takes, e-mail your stuff to **Ric Morgan** at rickm@peoria-radio.com...**Cumulus'** KCHZ/Kansas City is in the hunt for a morning co-host. We suggest you rush your most enchanting package to: KCHZ, Attn: Morning Co-Host, 4240 Blue Ridge Blvd., Suite 820, Kansas City, MO 64133...Want to oversee 3 FM's and 1 AM, with an on-air staff of 12? It's a small market, with a big job to do! Experience required. RCS/Selector experience helpful. Contact **Curt Teigen** at 701-662-7563, send your materials to: PO Box 190, Devils Lake, ND 58301 or email a package to: kzzyfm@stellarnet.com...A prime opening for PD/morning duties now exists at country WFXD/Marquette, WI. If you're interested rush T&R's to: **Todd Noordyk**, 2025 US41 W., 49855 or email them to: todd@greatlakesradio.org...KQWB/Fargo-Moorhead's #1 Active Rocker is still accepting T&R's for their next afternoon drive host.Selector experience huge as this is an APD opportunity as well as afternoons. Get that T&R sent ASAP. KQWB, Attn: **Andy Hall**, 2720 7th Av. S., Fargo, ND 58103 or you may e-mail to andy.hall@q98.com...Classic Hits WKXA/Findlay, OH (Toledo DMA) needs another solid part-timer for weekend, fill-in and possible holiday work. Experience and knowledge of 60s, 70s and 80s classic hits a plus. You'll do some board op work for our sister station WFIN-AM. Rush your packages to: WKXA, Attn: **Ross Murdock**, 551 Lake Cascades Parkway, 45840 or call (419) 422-4545...WYTE needs your help! Staying on top of the 25-54 demo in a very competitive market. Big shoes to fill. Come work for the industry's next great company in our new facility. E-mail resume only to **Mark Skibba** at mark@nrgbroadcast.com...PT News Reporter/Anchor needed for writing & editing of daily news stories, voice recording of stories and news casts at News-Talker WHIO/Dayton, OH. Please forward resume to: Tommy.Collins@cox.com or mail to: **Cox Radio/Dayton**, Attn: **Tommy Collins**, 1414 Wilmington Ave., 45420...CHR WJFX/Fort Wayne, IN is on the hunt for a PD. If you're looking for one of the most programming focused stations around, email **Russ Oais** at Russ.Oasis@aol.com and include your track record, air-check and programming beliefs today!...**Saga's**, Springfield IL cluster is searching for an OM with strong programming and people skills for this 5-station cluster: CHR, Classic Rock, News-Talk, Oldies and an AC. Send your materials to: Saga Communications, Attn: **Steven Goldstein**, One Turkey Hill Road South, Westport, CT 06880 or email him at talent@sagacom.com...News radio WWJ/Southfield, MI is looking for regular part-time anchor, full-time reporter and full-time editor/producer. Evening, weekend and night work. Previous news experience required. Send air-check and resume to: WWJ 950, Attn: **Pam Woodley**, 26495 American Drive, 48034...Upper Midwest small market three-station cluster is currently looking for an OM to direct programming for their Hot AC and oversee an Active Rock and AM News/Talk. HAC Morning show experience helpful. Send resume and materials to: **Harv Blain**, c/o **Vallie Richards Consulting**, 9750 Crawford Ave., Skokie IL 60076...AC WSJY/Fort Atkinson, WI is looking for morning and afternoon drive talent! If you can relate to an adult audience, have previous on-air and production experience, and would like to join Southern Wisconsin's Official At-Work Station, send your tape and resume to: WSJY, Attn: **Gary Douglas Lundberg**, P.O. Box 94, 53538...**AAA Entertainment's** Champaign-Urbana cluster is looking for a motivated pro to run the Promotions department. You'll manage promotions

for multiple formats including Rock, Classic Rock and CHR. Daily air-shift. Your package should include a detailed Promotional Philosophy, including: What radio stations need/should do in the way of promotional activity on an ongoing basis; how to integrate it with the overall image of the station; common mistakes radio stations make, and how to avoid them; how to ensure smooth execution of promotional events and contests; how to encourage creativity. Send your resume and air-check to: AAA Entertainment, Attn: Promotions Director Opening, 4108 Fieldstone Road Ste. C, Champaign, IL 61822...**Metro Networks/Grand Rapids, MI** is seeking PT and Fill-In anchors for traffic and news departments. Excellent on-air ability necessary. This position will require anchoring traffic and/or news, producing traffic content, reporting on and writing news and filling in on various shifts. **Howard Bouton**, Director of Operations, 146 Monroe Center NW #1226, 49503 fax:616-456-7290 or email: howard_bouton@metronetworks.com...**Linder Radio** is looking for qualified candidates to Program stations in Southern Minnesota. Attention to detail and the ability to coach talent to the best of their abilities are required. And get ready to lead by example, and an air-shift is included. E-mail your MP3, resume, programming philosophy and success stories to: jobs@linderradio.com...KWYR/Winner, SD Radio is in search for the right person with a passion for radio. This person can have fun in the mornings and cover play by play ranging from baseball, basketball, to football and anything in between at night. Right out of college looking for the perfect job? Looking for a change in pace? Send Package via mail to: KWYR, Attn: **Jason Evans**, PO Box 491, 57580 or email air-check & resume to kwyrpd@gwtc.net...AC KZLK/Rapid City, SD is looking for an on-air PD. Are you a good coach and leader? Can you work effectively with sales? Send your stuff to jobs@demersprogramming.com. Put "Star PD" in subject line. Keep attachments under 2MB. Or snail mail to: Star PD, c/o **DeMers Programming**, 204 Exton Commons, Exton PA 19341...AC WYST/Normal, IL is searching for key morning talent for a future opening. Send CD/tape and resume to: WYST Star 107.7, Attn: **Tim Nelson**, 1606 Hunt - Suite 1b, 61761...Country WLJE is looking for a possible Sat. morning jock with 2-3 yrs experience, so if you are in the N.W. Indiana area and like the Chicagoland market, send your T&Rs to: **Scott Wagner**, c/o WLJE, 2755 Sager Rd., Valparaiso, IN 46383...Consultants **Jaye Albright & Mike O'Malley** are currently seeking experienced programmers and the country's best air-talent for immediate and future openings! Contact Mike O'Malley at mike@radioconsult.com...**Metro Networks/Dayton, Ohio**, has an immediate opening for a full-time split-shift anchor to handle morning and afternoon Television and Radio traffic reports. Individual should have on camera experience, as well as radio traffic reporting experience. Interested parties should send VHS tapes, resume and CD or Cassette to: Metro Networks, Attn: **Len Harvey**, c/o Cincinnati and Dayton, 312 Plum Street Suite 910, Cincinnati, OH 45202, or you can e-mail your interest to len_harvey@metronetworks.com...98-9 The Bear, Ft Wayne's Rock station, is looking for several air talents that have experience being entertaining, street-smarts and are hard working. The Bear needs today and tomorrow's talent today! Got what it takes? What it really takes? Expedite your package to: **Greg Gillispie**, c/o **Federated Media**, 1005 Production Road, Ft. Wayne, IN 46808...Growing (5) station group in Southern Nebraska has a full-time opening for an Operations/Sports Director at one of their FM stations. Send a CD/tape of sports play-by-play and resume to: P.O. Box 333, Opening, McCook, NE 69001...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.

Conclave XXIX: Paradigm 2004 - It's Full of Shift! July 15-18, Marriott City Center/Minneapolis • www.theconclave.com
MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
 PHONE/FAX: 952.927.HITS (4487)/927-6427 E-MAIL: tomk@main-st.net WEB: www.main-st.net