

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

Today at 3pm, Waitt Radio's heritage CHR/Pop KQKQ (Sweet 98.5) and Triple A KCTY (106.9 The City)/Omaha became things of the past. Dumping the moniker "Sweet 98" - which has identified the station since its debut as a top 40 over 20 years ago (it had been an AOR) - KQKQ is now Q98.5, playing modern hit music. Kicking off the new jockless Q was Nickleback "How You Remind Me". Characterized by those listening in the market as a modern AC, KQKQ is in the midst of playing 1000 in a row with no commercials. Meanwhile, across the hall at KCTY, the new station is called Retro 106.9 - Omaha's 24 Hour Fun Station. The jockless station will be playing 80's based hit music, and their sign-on song was "Summer of '69" (Brain Adams). Those familiar with the market believe the Waitt strategy in flipping the two properties may be to "split" the successful KSRZ's audience "down the middle" (KSRZ is Journal's hot AC). In terms of personnel, the entire KCTY airstaff has exited including PD Stash and morning talent, Big Party. At the former Sweet, night talent Mario has left the building.

If you have Real Media or Windows Media, pop this URL's into your browser: http://kochentertainment.com/beth_hart/video/tvspothi.ram. What you'll see is a TV commercial for the hit TV show, As The World Turns, with Beth Hart's "World Without You" not just in the background, but being identified as the artist and song! This is the spot that's all over CBS these days, touting the award winning dramatic series. If you want to play a track with built-in familiarity this spring, you're hearing it now. This Koch artist adds on April 5th, but why wait?

Fact: Hanson and "Penny & Me" was retired as a 5 night winner on WXSS/Milwaukee's nightly Kiss Kombat. And the competition never came close. That's the impact the trio will make on YOUR audience. Your job is tough enough. Make it easy. Pop these guys onto your airwaves, then sit back and wait for the reaction. It won't take long! 3CG Records

HANSON Penny & Me At T40 & Hot AC WXXL! WXLO! KHTT! WTSS! WMC!



IMPORTANT DATE CHANGE! The deadline date for receipt of all Conclave scholarship applications has been extended to April 15th. If you'd like to spread the word about this program, visit www.theconclave.com and download our nifty, swell-sounding radio spot, touting the existence and value of these scholarships - over \$60,000 worth of scholarships will be awarded - to YOUR audience. Our thanks to Brown College, Musictech, and Specs Howard School of Communication Arts for making these scholarships available!

Journal HAC WKTI/Milwaukee's "Rockstar Project" has scoured all of Wisconsin for the best new singing talent, and the pool has been dwindled over the past month from the thousands who applied online to just (5) finalists! Each finalist was surprised at their home/office/school this week by WKTI morning host Bob Reitman live on-air. They will all have an opportunity to appear with wake-up team Reitman, Mueller and Amy Taylor this coming week to stump for votes. Then, it's all up to the listeners to choose their favorite Rockstar online. The winner of the contest will get a recording contract with music producer Kevin Sucher, appear at numerous events throughout the spring and have their first single added at WKTI on Monday (3/29). Bio's, audition samples and photos are all available at www.wkti.com.


Kudos to the staff of KS95/Minneapolis, who raised another \$1.3 million during the station's sixth annual Van & Cheryl's KS95 for Kids" Radiothon last weekend. The morning team and the rest of the KS95 staff stayed on the air for 75 hours, raising funds for Children's Cancer Research Fund and Gillette Children's Specialty Healthcare. Like every year during the Radiothon, the silent auction was a highlight. But this year, no item was more coveted than the private concert performance for (20) folks that was donated by 5 for Fighting's John Ondrasik! In its six-year history, Hubbard's KS95 for Kids has raised over \$7 million for these two children's charities!

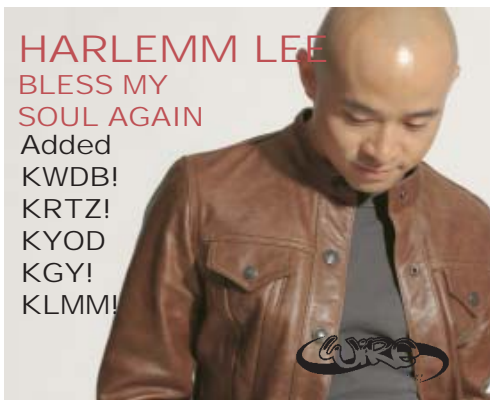
And the winner of the WLTE/WXPT OM sweepstakes is...going to be announced Monday!

What is one of Midwest radio's most loved unemployed record guys - Marc Ratner - up to? Can't tell you yet...but don't worry. We think he'll manage...

Joss Stone "Fell in Love With A Boy" attracts a gaggle of new T40 believers this week: KBKS, WHKF, WPHY! MTV & MTV2 continue to pound her incredible video, setting up some potentially strong call-out familiarity! Don't wait! S-Curve

KIMBERLEY LOCKE 8TH WORLD WONDER add KDWB! add KKRZ! R&R CHR 29 AIRPLAY MONITOR 29





WQAL/Cleveland Asst. PD/midday personality **Chris Pickett** has resigned. While it's been reported the "Wicked Pickett" is headed to Wisconsin, where he has family and radio ties (he'd been PD at WIFC/Wausau before heading to Cleveland), is he traveling on I94 in a more westward direction?

Hampton, IA's **KLMJ** leads the nation in **Harleem Lee** "Bless My Soul" spins with 21x (from 14x)! Lots of Wisconsin call letters aren't far behind: **WTCX** 15x, **WFDL** 15x, **WBDL** 15x! Harleem's Heartfelt lyric is capturing the Heartland! Audition, and find out why! **Wire**

Changes. There were significant changes in Chicago at **Infinity** this week as Oldies **WJMK/Chicago** VP/GM **Dave Robbins** adds additional duties as VP/GM of sister Country **WUSN**. AAA **WXRT** GSM **Michael Damsky** was upped to VP/GM and Talk **WCKG** GSM **Terry Hardin** has also been similarly promoted, while News **WBBA** GSM **Peter Bowen** picks up additional responsibilities as Station Manager and Country **WUSN** promotes **Gabe Tartaglia** from LSM to GSM...**Zimmer Radio Group/Columbia, MO** reported some layoffs due to budgets this week, including; CHR **KTXY** morning host **Jet Roberts**, Rocker **KCMQ** night jock **Matt Gillespie** and weekend/swing talent **J-Dub...Ken Fearnow**, President of Omaha-based **Waitt Radio Networks**, has been tapped as Regional VP duties and will now directly oversee Waitt's eight-station Omaha cluster now that Mike Payne has left the building...Former **KKXL/Grand Forks** PD **John Roberts**, who most recently was OM/PD at **WEZB & WKZN/New Orleans** has been tapped as VP/Programming & Cluster OM at **Clear Channel/Dallas**.

The **Conclave** has extended the earlybird deadline until the end of the month. The \$199 rate will be honored the rest of this month, 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)!

Joey McIntyre's "L.A. Blue" draws ears to the radio, which is why **KKPN** and **KSII** jumped on board this week, joining **WMC**, **KLLY**, **KCDU** and dozens more! Did we tell you, **WXKS** and **WPRO** believe!? **Artemis**

Changes Too. As a result, **KTXY** PD **Rob Meyer** moves into mornings joining **Sherry farmer** and **Mike B. Rollen**, as Country **KCLR** night host **Janice** moves to mid-days at Y107 and night jock **Blake** resigns...Sports **WQTX/Lansing** has added cross-town **WLNS-TV** sports anchor **Fred Heumann** for 10a-Noon...**WKFS** and **WVMX/Cincinnati** Promotion Dir. **Ann McKiernan** has announced she is leaving the business...CHR **KFRX/Lincoln, NE** has names **KZHT/Salt Lake City** overnight host **Trisha Jenkins** for swing shift duties.

Kimberley Locke "8th World Wonder" adds of the week: **KDWB** – **KKRZ!** **Curb**

The Broadcast Decency Enforcement Act passed the House by a huge margin of 391-22. Allowing the **FCC** to impose a fine up to \$500,000 against broadcasters for every violation of "obscene, indecent or profane material," the bill retains the same standards of decency that are currently on the books. In addition, the bill will allow the FCC to fine networks, entertainers, and air talents fines of up to \$500,000 for THEIR part in the infraction. But a Midwest Congresswoman, **Stephanie Tubbs Jones** (D-OH) filed a dissenting vote, saying "I voted against H.R. 3717 because I felt that the legislation was an unreasonable reaction to recent events on television and radio. It is clear that the American people are concerned about obscenity. I share this concern. I do not believe that the solution rests in restricting the First Amendment. H.R. 3717 was crafted in reaction to perceive increased levels of obscenity on television and radio, but the bill is a knee-jerk reaction to a serious issue. Instead of legislation that results in censorship, we should vote by consumer choice." The Senate will be deliberating a similar bill, with some predicting the same result. But there's a significant difference in the bills...one being championed by Senator **Byron Dorgan** (D-ND) and others. Dorgan wants the bill to contain language instructing the FCC to put a moratorium on its new 6/2/03 broadcast ownership rules for a year, which would have the effect of giving the GAO a chance to produce a study of a possible link between broadcast ownership consolidation and heightened indecency. While many predict an inclusion such as Dorgan's could doom the entire bill, but Dorgan wants to stick to his anti-consolidation guns. We'll see what surfaces in the Senate, perhaps as early as this week.



KPLZ and KRSK are the latest hot AC's to understand there's a reason over 2 million people have already bought **Norah Jones' Feels Like Home CD!** "Sunrise" is the keystone track in this unforgettable album, which is why KYKY is spinning it 33x/week! **Blue Note**

Last week, during the CRS in Nashville, the **ACM Broadcast Award** nominees were announced. Some prominent names in the region were included. Nominated for Air Personality of the Year were KFDI/Wichita's **Cornbread with Pat James** and WFMS/Indianapolis' **J.D. Cannon**. WFMS is also nominated for Station of the Year!

The big guns came out this week, as behemoths like KDWB AND KRBE hit **Hoobastank** and "**The Reason**"! And the Hoobs have dozens of stations spinning their gem 30+ times. In case you hadn't noticed, rock and pop are working in the mainstream, now. Please get serious about your next hit! **Island**

Selling a radio station to fund a homeless shelter? That's what **New Life Evangelistic Center's Rev. Larry Rice** says he'll do! Rice will sell one of the Center's two St. Louis AM signals (WDID or WCBW) and KKLO-AM/Leavenworth. The sales are estimated to bring in \$2.5 million, which would allow the Center to purchase a federal building downtown. The altruistic plan is encountering opposition by municipal authorities who want the building to become a parking lot for a renovated **Kiel Opera House...**a building managed by **Clear Channel!** Stay tuned

KJYO, KLAL, WNTQ join WZKL, WXXX, WAYV, WNDV and WHSB in the **Plumb/"Boys Don't Cry"** hit parade this week! What's not to love about this great track?? **Curb**

Our sincere condolences to the friends and family of former WGCI/Chicago News Dir. and talk host **Valerie Landon** who passed away Sunday (3/7) of a stroke and heart attack at the age of 39. Landon had most recently served as Press Secretary and Information Coordinator for Chicago City Clerk **James Laski**.

The next FCC Localism Task Force hearing is Wednesday, May 26th in Rapid City, SD.

Congratulation to WSCR/Chicago afternoon host **Mike North** who will receive the **Ellis Island Medal of Honor** from the **National Ethnic Coalition of Organizations Foundation** at the Statue of Liberty on May 15th.



Fountains of Wayne "Mexican Wine" T40 Add of the Week: KHTS/San Diego! **S-Curve**

Congratulations to KMXV/Kansas City staffers on morning duo **Rocket & Theresa's** 6th Annual Mix for Kids Radiothon that raised over \$470,000 in just three days for the Children's Mercy Hospital and the KU Medical Center. That's over \$100,000 more than was raised last year!

KMGL, KRWM, KSOF, KYMX, WASH, WLEV, WLTV, WTPI, WWLI know what an adult hit is, adding **Wynonna's "I Want To Know What Love Is"** this week! She's ready to set a record for most weeks in the "most-added" column! **Curb!**

WMCS/Milwaukee is reportedly flipping to Talk geared towards the market's African-American community effective April 12th with **Eric Von** scheduled to return to the station for afternoons, **Keith Murphy** and **Cassandra's** "Morning Magazine" will continue in morning drive as PD **T.J.** handles early mid-days and the syndicated **Linda Chavez's** show will air in mid-days.

Clear Channel's KFXN/Minneapolis is planning to carry a trio of Sunday afternoon **Minnesota Timberwolves** basketball games in Spanish, starting Sunday (3/14). The station will also carry the 3/21 and April 4th games in Spanish while its sister KFAN continues to carry the games in English.



This is really
good Shift!

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More Changes. Active Rocker WMMS/Cleveland has brought in **Bo Matthews** to take the PD reigns...WDEZ Wausau, WI PD/Morning host **Jas Caffrey** has exited the station...**Bonneville's** WIL/St. Louis morning show personality **David Craig** has announced he will be leaving the station in April, meanwhile 20-year WIL staple **Paul Jeffries** will join current morning players **Elaine Everette**, **Monica Adams** and **Capt. Mac Douglass** until a permanent replacement is named...AAA WRNR/Annapolis-Baltimore OM **Jon Peterson** has resigned and will be replaced by longtime alternative WHFS/Washington DC APD **Bob Waugh** effective Monday (3/22)...Urban AC KMJM/St. Louis PD **Eric Mychaels** has transferred to sister Urban WOWI & Urban AC WSVY/Norfolk-Virginia Beach as OM, replacing **Daisy Davis**...Rhythmic WJFX/Ft. Wayne PD **Tommy Frank** exits the station.

Keri Noble had her official unveiling last 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". Her album – **FEARLESS** – hit retail the next day. If you haven't auditioned Keri yet, treat your ears to the freshest sound to hit the airwaves since...well, **Norah Jones!** **Manhattan**

Jobs. **Clear Channel's** CHR WKFS and HAC WVMX/Cincinnati are looking for their next Promotion Dir. Email your resumes today to: **Donna DeCostener** at donnadecoster@clearchannel.com or PD **Steve Bender** at stevebender@clearchannel.com...**Bonneville's** Country WIL/St. Louis, MO is searching for a morning show co-host to join their 20 year veteran. Send your T&R's ASAP to: WIL, Attn: **Greg Mozingo**, 11647 Olive Blvd., 63141...**Woodward Communications** is accepting applications for an APD/MD for their HAC and other possible openings with both HAC and AC stations in the Green Bay/Appleton/Oshkosh market. Applicants should have at least 3 years of professional announcing experience. Knowledge of S.A.W. Plus, Selector and Audiovault is a plus. Get your T&Rs to: **Burns and Associates**, c/o **Jeff Johnson**, 11705 Sumacs Street, Oakton, VA 22124 or e-mail to radiogigs@aol.com...**Midwest Communications** has a PD opening at Country WDEZ in Wausau, WI. Get your T&Rs to: Midwest Communications, Attn: **Randy Shannon**, 115 S. Jefferson St., Green Bay, WI 54301, or email shotgun@wncy.com...Alternative WKQX/Chicago is recruiting PT on-air positions. Send your resume and demos

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to: WKQX/Chicago, Attn: **Nicole Claps**, 230 Merchandise Mart Plaza, Chicago, IL 60654...WMAD/Madison, WI is looking for a part-time on-air talent for weekend and fill-in shifts. Send your resume & air-check to: WMAD, Attn: **Curtis**, 2651 S Fish Hatchery Rd, 53711...WWCK/Flint, MI needs a night host ASAP! Rush your packages to **Scott Free** at SCOTT.FREE@CUMULUS.COM...News-Talk KFOR/Lincoln, NE has a rare opening for a PD and Mid-Day or PM Driver with prior experience as a PD or APD. Mail your package to: **Three Eagles Communications**, Attn: **Coby Mack**, 3800 Cornhusker Highway, 68504...WCLT, a locally-owned and operated station, seeks a Morning News Anchor/Reporter. Ohio residents preferred, but not required. Must be willing to relocate on your own. Let's talk! Cut/paste your resume into an e-mail (no Word attachments) and attach an MP3 (1.5MB or less, regardless of bit rate) to: **Jarrold Allen** at jallen@wclt.com...Q106/Lansing, MI is looking for part-time help to board on the #1 morning show in the market! Send your tape & resume to: WJXQ PT Recruitment, c/o **RCRG of Michigan, Inc.**, 2495 Cedar St., Holt, MI 48842...Classic Hits WVIC is looking for a part-time on-air talent for weekend and fill in shifts in Michigan's capital city for 15-20 hours per week. Send your resume & air-check to: WVIC, Attn: **Kevin Conrad**, c/o **RCRG of Michigan, Inc.**, 2495 Cedar St., Holt, MI 48842...**AAA Entertainment, LLC** is looking for qualified individuals to program in one or more of the following formats; Rock, CR, A/C, HAC and CHR. Send your air-check, station composite and programming philosophy to: AAA Entertainment, Attn: Programming Openings, Fieldstone Rd., Suite C, Champaign, IL 61822...PT Board Op/producer opportunity at WHIO/Dayton, OH. Please send your resumes to: tommy.collins@cox.com, or WHIO, Attn: **Tommy Collins**, c/o **Cox Radio/Dayton**, 1414 Wilmington Ave., 45420...**Midwest Communications**, the market leader in radio in Duluth and other markets has an opening for a program director for our 100,000 watt heritage soft rock station, **Magic 95.7**. We are creating a new position. Not just anyone can make our team. You need to have at least 2 years managerial experience and 3-5 years on-air experience. You'll get the tools to win. Enjoy a fun work environment and be able to effectively lead people while working in a team environment. We offer a competitive compensation plan, a 401k plan, medical, dental, life insurance and a generous vacation policy. We are looking to hire the best programmer to continue our dominance in the format. Work for a great company in a beautiful part of the country! Send cover letter, resume and tape/cd to: Midwest Communications, care of Jeff Delvaux, 715 E. Central Entrance, Duluth, MN 55811 ...**Midwest Communications** has an opportunity for Program Director at the legendary 100,000 watt WDEZ in Wausau, WI. Do you have the passion, organization and leadership to be number one? Are you a Country Music fan? Are you ready to have some fun? Then get your tape and resume to **Randy Shannon**, 115 S. Jefferson St., Green Bay, WI 54301, or email shotgun@wncy.com. Great facilities and all the tools to win await you...All positions advertised in *The TATTLER* are provided free of charge and represent equal opportunity. "No calls please" unless otherwise indicated.