

THE MAIN STREET Communicator Network TATTLE R 30

30th Anniversary 1974 - 2004

Tom Kay • Chris Mozena
Frankie Blydenburgh • Beth Varela



GARY COLEMAN JOINS CONCLAVE FACULTY!

A great Conclave session just got better: Actor/Comedian/California Governor candidate **Gary Coleman** has just been added to **"Aliens! Stars From Other Worlds!"** joining syndicated radio personalities **Sheri Lynch** and **Pam Stone** on Friday afternoon, July 16, 2004

at "Conclave XXIX: Paradigm 2004 – It's Full of Shift!" Coleman is best known for his award-winning performances in the classic TV series **"Diff'rent Strokes"**, and his resume reads like the star he is – from his hit series to his animated **"Gary Coleman Show"** to incredibly memorable appearances on **Jay Leno**, **Letterman**, etc. Gary joins the "Aliens" session, now that he's a regular voice on the radio. Shortly after his political debut as one of 7,327 California gubernatorial candidates, he launched a radio show courtesy of industry (and Conclave) veteran **Michael O'Shea's All Comedy Radio**. He's a political analyst on his own feature, **"Below the Beltway with Gary Coleman"** which runs on ACR 12 times a day. You'll laugh, you'll cry, you'll fall down and go boom. This year's Conclave is not to be missed. What? You're still not sure you'll be here? WHATCHOO TALKIN' ABOUT??

It's officially add week for **FeFe Dobson** and **"Don't Go (Boys & Girls)"**, but do you think some PD's would pay attention, and not add it early? Apparently not. WWWWQ (**Dylan NEVER** does as he's told!), WSNX, WBLI, WERZ are already in. You met FeFe at the Conclave a year ago, and now her time has come. Here's a natural for your playlist. Enjoy! **Island**.

CONCLAVE SATURDAY, JULY 17 – Rock & Roll Hall Of Famer David Crosby, Presented By BMI & Moonlight Groove Highway, 11:30AM.



While the passing of former President **Ronald Reagan** has captured the attention of the nation, we'd like to point out that Reagan actually began his career in radio, and right here in the Midwest. Reagan was a sports announcer on WOC/Davenport, IA and WHO/Des Moines, IA in the 30's before later trying his luck as an actor in Hollywood. Reagan also did broadcasts of Chicago Cubs baseball and many other events by dramatizing the pitch-by-pitch description offered over the ticker, since cable or phone connections to a live broadcast were still cost-prohibitive at the time. So it should be duly noted that Reagan has been the only President with radio on their resume. We'll miss you, Gipper.

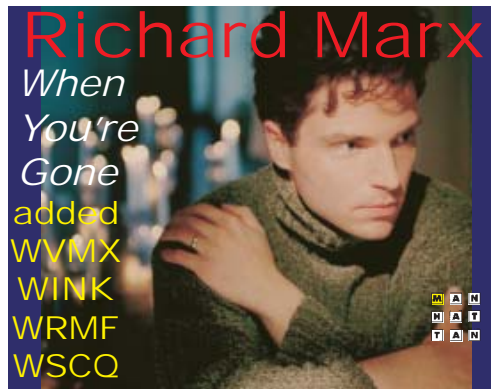
Need a boost for sleepy playlists? A jolt to get the summer going? In your hands now is **Kimberley Locke's "Wrong"**, which just happens to be **RIGHT** for your top-down, suntan-lotioned, beach towel-carrying programming. Listen and hear! **Curb**

Omaha Spring Book, Phase 2 Trends. **Journal's** rock KEZO and **Waitt's** new modern AC KQKQ show gains. KXKT-FM 11.2 -9.6, KFAB-AM 8.3 -8.6, KEZO-FM 6.6 -7.7, KGOR-FM 5.5 -5.5, KQKQ-FM 5.0 -5.4, KQCH-FM 5.2 -4.7, KLTQ-FM 4.8 -4.5, KSRZ-FM 5.5 -4.5, KKAR-AM 3.6 -4.4, KKCD-FM 4.7 -4.2, KBBX-FM 3.0 -3.9, LP,J-A, 3.6 -3.9, KOMJ-AM 3.6 -3.9, KBLR, 3.1 -3.4, KEFM-FM 2.9 -3.1, KHUS-FM+ 3.1 -2.9, KCTY-FM 2.1 -2.5, KOZN-AM 1.6 -1.5, KOIL-AM 1.2 -1.4, KMA-AM 0.4 -0.6, KOSR-AM 0.6 -0.6, KHLP-AM 0.4 -0.4. All Trends in this *TATTLE R* are 12+ persons, 6A-12P, M-Su, 6A-mid, Winter 2004 – Spring Phase 1 comparisons. Copyright © 2004, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Fastball's new album *Keep Your Wig On* saw release this week amid the impact of the band's new single **"Drifting Away"** at AAA and Hot AC! New this week: KYKY and T40 WHSB! Already spinning on WMMM and many more! A full band tour throughout the entire US starts in July, audition today! **Ryko**

The latest in the Senate's indecency deliberations is that a Midwest US Senator (**Sam Brownback** R-KS) has still not decided whether to introduce an indecency amendment to a Dept. of Defense authorization bill. *Broadcasting and Cable Magazine* has reported that Brownback has offered the amendment, which leaves open the possibility that it might be introduced next week, and that the amendment, a "stripped-down version" of the full indecency bill he offered earlier this year, would increase fines tenfold but would leave out provisions on ownership and violence issues. (Stay tuned for more developments!)

CONCLAVE THURSDAY, JULY 15 – HD Radio Exclusive Preview, Listen & Believe! 11AM



You're Fired! Now, Do Something! Many in the industry have experienced - or will likely at some point in their careers (with or without **Donald Trump**) - be fired. The Conclave intends to do something about it. No, you won't be rehired but you WILL learn what to do once the pink slip is delivered. "You Got Fired?" is a session/concept developed by **Ann T. Ulrich**, author and President of **Celebrate Transitions, Inc.** Ann will present this anticipated session on Saturday morning, July 17 during "Conclave XXIX - Paradigm 2004: It's Full of Shift!" **Ulrich** will showcase how one should react when receiving "the news." Your work life is humming along and "the news" stops you in your tracks. It's over. It may be your job or a big account. Maybe it's a favorite client, or even your whole career. Not by a long shot! Get Fired Or Laid Off? Celebrate and Move On! It happens. Even when getting Fired or Laid Off wasn't your choice, your response to it is! Take charge and face your job loss head on (or help a friend face theirs!) with a unique, powerful and positive response to job loss...I Got Fired! Party. Ann Ulrich's Sure Fire Strategies will positively impact your life as you choose to live it, from that day forward... Now you can Celebrate and Move On at Conclave 2004 (for a preview, visit www.IgotFiredParty.com)! But you won't be able to attend this session, unique in all the industry, unless you register for the 29th annual Conclave. Click on www.theconclave.com for details!

Beth Hart continues to impress programmers with her wistful, poignant "World Without You" on **Koch**. Lots of building spins stories, like KSII 17x, KALZ 15x, KSTZ 14x. Don't let an important song get passed over by all the new material you're auditioning. Take the time to listen, please.

WKQI/Detroit's **Mojo in the Morning** got Michigan Governor **Jennifer Granholm** good last week when she accepted a phone call from California Governor **Arnold Schwarzenegger** in the hopes of placing a friendly wager on the Pistons/Lakers NBA championship series. But after a nine-minute conversation, it was revealed that The Terminator was actually WKQI voice-impersonator **Eric Harthen**.

LeAnn Rimes is back in the spotlight and this time not so much as a young prodigy as legitimate Diva. Selling over 20 million records, being voted "Best New Artist" in 1997, and boasting cross-formatic hits are just a few reasons her new single "Last Thing on My Mind" should be the first listen in your next music meeting. **Curb**

West Virginia-based **Bobaflex** is impacting radio on the first day(s) of summer in 2004 with the aptly titled "Turn The Heat Up" which just shipped to radio earlier this week. (And XM's Squizz is already spinning it!) Be sure and catch the infectious live performance (free with your Conclave registration) of the Flex, Saturday (7/17) at 1st Ave. from the VIP room! **Eclipse**

Changes. WCZQ/Champaign-Decatur, IL PD **Dan Edwards** exits, effective June 25th...WXMG/Columbus, OH has promoted afternoon host **Warren Stevens** to PD...KCWJ/Kansas City PD/Creative Dir./ morning host/ **Darren Marlar** has accepted the position of Mornings/ Creative Service Dir. for WQFL/Rockford, IL with Marlar in the Morning kicking off June 23rd on WQFL...**Premiere Radio Networks** has named **Infinity** Talker WKRK/Detroit Creative Dir. **Jim Bollella** as GM of Brown Bag productions, premiere's production library, based at the company's new studio headquarters in Denver...former *Hitmakers* Top 40/Hot AC editor **Bill O'Brien** has been tapped to host the weekly "Saturday Night 80's" show on the **WW1 Radio Network**, which is carried by over 100 affiliates across the country...KYYY/Bismarck, ND has re-upped "Brady & Stacy in the Morning" for 3 more years of service.

MercyMe's brand new "Here With Me" is already growing faster than their first mainstream smash, "I Can Imagine" - with steady spin increases at; KSRC 13-22x, WKTI 14-19x, WBMX 7-11x, WMGN 12-17x, KEFMA-12x, etc. etc. Also, another new CHR add this week from KJCK! **Curb**

CONCLAVE FRIDAY, JULY 16 - Dick Gregory Keynote, 11AM!!

Clear Channel Top 40 WZEE/Madison PD **Tommy BoDean** has been named PD at sister Top 40 WKFS/Cincinnati and also assumes the additional duties as OM of WKFS and sister Hot AC WVMX, as Mix 94.1 PD **Steve Bender** remains in place to work with Tommy. This is all effective Monday (7/12), just a few days prior to the beginning of The 29th Annual Conclave Learning Conference.

CONCLAVE SATURDAY, JULY 17 - Mitch Albom Keynote, 10:30AM!!

Changes Too. **Todd & Tyler**, the morning duo on Z-92/Omaha have renewed their employment with the station. T&T began hosting Z-92's morning drive-time slot in 1993...**Radio Disney** VP/Sales and Marketing **Jim Pastor** takes over as VP/GM at WZZN and WMVP-AM...Milwaukee musings - **Alan Kirshbom**, GSM at WKZN/New Orleans moves inside the Entercom world, and becomes SM for WEMP, WMYX and WXSS. Also new at **Entercom's** Milwaukee cluster is SM **Jeff Jeanpierre** from crosstown **Journal's** N/T WTMJ...Country WDAF-F/KC PD has tapped **Brad King** to do evenings. The veteran of many Midwest stops including Lincoln, Brad comes from smooth jazz WWLV/South Bend...The "Monds Squad" returns to Crawford Urban AC WSRB (Soul 106.3)/Chicago. **John Monds** and **Bonnie DeShong**, veterans of crosstown WVAZ have reunited to do the morning show.

BOBAFLEX

adding on the **Solstice**

TURN THE **HEAT** UP!

CONCLAVE THURSDAY, JULY 15 – Gary Berkowitz, Bob Michaels, Mike Madrigal, Ian Sturgeon, Kate Delaney, Rocco Macri, Ed Christian, Mary Quass – The All Access Conclave Colledge!

The TATTLER wishes a speedy recovery to **Saga**/Springfield, IL VP/Market Manager **LeAnne Arndt** who is recovering from surgery. Rumor: when she returns to action, will there be a new programmer in their midst? That burning question will be answered by the month's end...

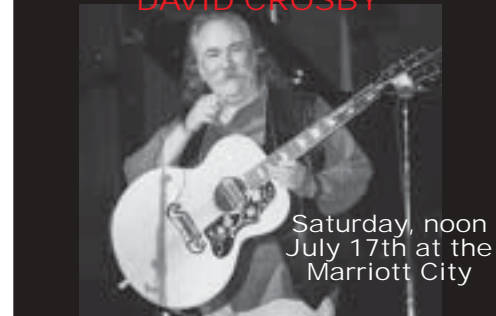
ANNOUNCING THE CONCLAVE'S FIRST INDUSTRY AWARDS. AND THE WINNER IS -YOU! Ever wanted to be PD OF THE YEAR, MD OF THE YEAR, AIRTALENT OF THE YEAR, LABEL OF THE YEAR, VP/PROMOTION OF THE YEAR but never got enough votes? Your time has come! *Conclave 29: Paradigm 2004 – It's Full of Shift* will be offering the industry's first **"You're Already A Winner Weekend!"** (7/15-18, Minneapolis Marriott City Center). Each and every registrant for Conclave 2004 will be receiving an award recognizing them as PD, MD, Air Talent, Promotion Person of the Year. Major market/secondary market/major label/independent label - It doesn't matter who you are or where you come from – You win! And why shouldn't you? You've hung in there through some pretty tough times, and it's about time you got noticed! If you've always wanted a trophy just like those hanging on the walls of **Scott Shannon, Rick Dees, or Clive Davis**, you'll receive one at Conclave 2004...because **"You're Already A Winner!"**!!

Regent Alternative WGRD/Grand Rapids, MI has named **Free Beer & Hot Wings** for mornings, replacing **Michael Grey**. The trio of Michigan natives - Free Beer (aka **Greg Daniels**), Hot Wings (aka **Chris Michaels**), and **Eric Zane** - were last doing mornings at Classic Rocker WTHK/Trenton, NJ and WCHR/Monmouth, NJ. They begin the gig this coming Monday (6/14).

CONCLAVE FRIDAY, JULY 16 – Mike McVay and Al Casey, 2004 Rockwell Award Recipients, noon.

Changes 3. Top 40/Rhythmic KTTB/Minneapolis welcomes **BigTyme** to nights, most recently doing nights as **Big Mama** on WFLZ/Tampa...**Clear Channel**/Ann Arbor, MI VP/GM **Ray Nelson** joins **Cox Radio's** WZZK, WBPT and WODL/Birmingham as VP/GM, effective later this month...following their return to Spanish programming after a failed run with **Air America Radio, Multicultural Broadcasting** has named former **Polnet** CEO **Kent Gustafson** as Station Mgr. of WNTD/Chicago...WJLB and WMXD/Detroit GSM **Til Levesque** has been upped to Dir./Sales for the cluster, effective immediately...KSTP/Minneapolis Creative Services Dir. **Brad Lane** adds APD duties...WWCK/Flint, MI has inked **Connie Breeze** for weekend duties.

BMI & Moonlight Groove Highway
present Conclave 2004 Legend -
DAVID CROSBY



Saturday, noon
July 17th at the
Marriott City

CONCLAVE SATURDAY, JULY 17 – Nielson BDS Radio/Monitor/Jones Network presents the Conclave at the St. Paul Saints' Midway Field (vs. Winnipeg), 6PM

Availz. Another recent casualty of the change in ownership from **Mystar** to **Entercom** is 18-year WTPI/Indy afternoon host **Pat Moore**. Reach him at (317) 845-5413, or mpmindy@cs.com.

After spending a couple of years in his own successful, Grammy-winning shadow, **Richard Marx** steps out into the bright sunshine of hit hot AC with an up-tempo, very hip **"When You're Gone"** on **Manhattan**. Already clocking 30 plus spins at WTSS, Mr. Marx is ready to make up for the time he was 'gone'. Audition today!

Jobs. KSTP/Minneapolis is searching for a Commercial Production Manager for both the AM and sister Talk KFMP (FM107). PD **Joe O'Brien** is looking to find an individual who can manage all commercial production for both stations with energy, creativity and outstanding voice and editing talent. Reach Joe at JOBrien@am1500.com...**NextMedia** Top 40/Rhythmic WCZQ/Champaign-Decatur, IL needs a new PD. Interested in the gig? Get your packages to: **Don Parker** at dparker@nextmediagroup.net...Infinity Top 40 KMXV and sister AC KSRC/Kansas City needs an Imaging/Production Dir. ASAP! Get your demos and resumes to: Chris Taylor at taylor@cbs.com, ASAP...Internet-based **Wave Radio** is seeking some new, fresh talent for weekends. All air-checks can be forwarded to PD **Tommy West** at tommywest@waveny.com...You like it hot? **Clear Channel** Top 40 WXXL/Orlando needs part-timers, yesterday. Rush CD&Rs to: WXXL, Attn: **Adam Cook**, 2500 Maitland Center Parkway, Maitland, FL 32751...Are you a cunning morning stunt guy/producer? Wanna be? **Clear Channel's** Top 40 WRVW/Nashville are looking for help taking the **Woody & Jim** show to the next level. Send your best creative package to: **Jim Chandler**, WRVW, 55 Music Square West, 37203...afternoons are open at **Mid-West Family Broadcasting's** Rocker WIRX. Wanna spend the summer on the gorgeous Lake Michigan coastline, just an hour and a half from Chicago? Selector knowledge a plus, and APD stripes are a possibility. Got 2-3 years experience? Send your air-check and resume to: WIRX - Rock 107, Attn: **Shelley Morgan**, 580 E. Napier Ave, Benton Harbor, MI 49022 or email to shelley@wirx.com...**Clear Channel**/Indianapolis, IN is looking to fill two prime positions within its cluster. Modern rocker WRZX is looking for an up-and-coming PD with solid on-air experience to fill their PD/afternoon drive slot, while mainstream sister and home of The **Bob & Tom** network WFBQ is looking for a programming assistant. All interested parties should send their demos and resumes to: Clear Channel, Attn: **Scott Jameson** at scottjameson@clearchannel.com or at; 6161 Fall Creek Road, Indianapolis, IN 46220...WWIB-WOGO is looking for a self-motivated

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

<p>You're GUARANTEED to win PD/MD of the Year at the Conclave! Why? Shift Happens.</p>	<p>Thursday 7/15 All Access Conclave College Opening Night Reception Showcases!</p>		<p>Country, T40, Rock, A3, Urban, Hot AC, Retro, News/Talk, Contemp. Christian Symposiums + 20 Cool Seminars! BMI/Moonlight Groove Legends Lunch Hennepin Block Party Showcases!</p>		<p>Alt, AC, Country, Hispanic, Urban Format Symposiums Awards Luncheon + 17 More Cutting- Edge Seminars VNU/BDS Saints Baseball Experience Showcases!</p>
<p>Paradigm 2004 It's Full of Shift July 15-18 • Marriott City Center Hotel Minneapolis</p>	<p>Sunday 7/18 Arbitron Getaway Brunch</p>	<p>Friday 7/16 Keynote Dick Gregory AUTHOR, COMEDIAN ACTIVIST</p>	<p>Saturday 7/17 Keynote Mitch Albom AUTHOR, SYNDICATED RADIO HOST</p>		
<p>Note: this agenda is subject to change without notice</p>					
<p>For more info or to register, visit www.theconclave.com</p> <p>Conclave Partners: All Access, Arbitron, BDS/VNU, BMI, Brown College, Moonlight Groove Highway, Envision Radio Networks, First MediaWorks, Jefferson Pilot, Mediabase 24/7, Mission Creative, Musictech, Premiere Radio Networks, Specs Howard School, & Troy Research</p>					

career person to work in West Wisconsin (Eau Claire Metro-Area). If you are interested in broadcast sales and would like to use your talents in a progressive outreach ministry, send your resume to: Sales Manager, 2396 Hwy. 53, Chippewa Falls, WI. 54729 or call, **Steven Flater** at: 715-723-1037...Country WGKX/Memphis is seeking T&Rs for potential full time & part time openings. Send a resume and MP3 to: **Chip Miller**, chip.miller@citcomm.com or **Citadel Communications**, Attn: Chip Miller, 5629 Murray Rd, Memphis, TN 38119. Fax: 901-681-9832...**Cumulus**/Appleton-Oshkosh, WI is currently taking T&Rs for future on-air talent for our Country, Active Rock, Oldies and News Talk stations. Send your materials to: **Ray Robicheaux**, c/o Cumulus Broadcasting, 491 S. Washburn, Suite 400 Oshkosh, WI 54904...**WCLT Radio Inc.** is accepting MP3's and Resumes for future full time evening announcer for their 50kw Country Station located in Newark, Ohio. Send your materials to: **Ron Strong**, P.O. Box 5150 Newark, Ohio 43058-5150 or email Ron at rstrong@wclt.com...KFXI in Southwest Oklahoma is looking for an experienced morning air talent. Send resume to: **Bill Marshall**, 1101 hwy 81 n., Marlow, Oklahoma 73055 or kfxi@texhoma.net...WLVK is looking for an experienced afternoon air talent. Send T&Rs to: **Cale Tharp**, PO Box 2087, Elizabethtown, KY. 42702...KPLX Radio in Texas Country looking for on-air talent. Send packages to: **Smokey Rivers**, 3500 Maple Ave. Suite 1600, Dallas, TX 75219 or, srivers@dfwradio.com...KZNN-KTTR/Rolla, MO has an immediate opening in morning drive. Send your T&R to: Alan Risener at risener@fidnet.com...**STARadio**/Quincy, IL is now accepting applications for a full-time newscaster/announcer. Send resume to: **Mike Moyers**, 329 Maine, Quincy, IL 62301 or email mmoyers@staradio.com...WPCK/Green Bay, WI has an opening for mid-day's. Send your T&Rs to: **Chris O'Kelley**, 810 Victoria Street, 54302 or email chrisokelly@aol.com...Top 40 WZEE/Madison, WI needs a PD pronto! Packages go to: **Mike Ferris**, 2651 S. Fish Hatchery Rd., 53711...Hot AC WBNS/Columbus, OH needs a midday personality! Rush a package to: **Jeff Ballentine**, 605 S.Front St., Ste. 300, 43215, or email your MP3 and resume to: jballentine@radiohio.com...**Susquehanna's** Hot AC, KFME/Kansas City, MO is looking to fill an Afternoon Drive opening! Email moreilly@susqkc.com...**Cumulus'** Rhythmic/CHR Q106.1 in Columbia, MO is looking for on-air talent. Send demo, resume & cover letter to: **Cosmo**, c/o Q106.1, 503 Old Hiway 63 North, Columbia, MO 65201, or e-mail mp3's to: cosmo@Q1061.com...News Announcer/Commercial Producer needed! Send T&Rs to: KMCH Radio, P.O. Box 497, Manchester, IA, 52057...**Clear Channel**/Mt. Vernon, OH is seeking to fill a morning

show position on Soft AC WQIO. Mail resumes to: **Tammy Pelton**, 2435 Mansfield Rd, Ashland, OH 44805 and CD demos to: **Joe Rinehart**, 17421 Coshocton Rd, Mt. Vernon, OH 43050...WJOB/Hammond and WIMS-AM Michigan City, IN are looking for individuals to multi-task in a variety of positions at the stations. Send your materials to WJOB/WIMS, Attn: **Chris Locken**, 6405 Olcott Avenue, Hammond, IN 46320, or you can E-Mail your materials to chris@wjobradio.com...**The Cromwell Radio Group** and **Two Petaz Inc.** have immediate openings for part-time weekend on-air work. Send your stuff a.s.a.p. to the following: Cromwell Radio Group, Attn: part-time opening, 209 Lakeland Blvd, Mattoon, IL 61938...**Eagle Communications** is accepting applications for a promotions director. Send your best material to: **Sky Phillips**, 1825 South Ohio Street. Salina, KS 67401...KFDI/Wichita is looking for our next great morning show. Demos and packages to: **Beverlee Brannigan**, 4200 N. Old Lawrence Rd., Wichita, KS 67219, or e-mail bbrannigan@kfdi.com...Hot AC KFBZ/Wichita KS has an immediate opening for an air personality for afternoon drive and APD. Please send your package via email to bmckay@entercom.com or KFBZ, Attn: **Barry McKay**, 2120 North Woodlawn, #352, Wichita, KS 67208...**Infinity**/KC Top 40 Mix 93.3 and A/C Star 102 is in need of an Imaging/Production Director. send your best stuff to: **Chris Taylor**, c/o Infinity Radio, 508 Westport Road #202, Kansas City, MO 64111...**NextMedia's** Rhythmic CHR Hot 105-5 and County 95Q are looking for local part-timers. Email packages to: danedwards@hot1055.com, or snail mail to: **Dan Edwards**, 337 North Water St, Decatur, IL, 62523...talker WKRK/Detroit has an opening for a Creative Services Director. Please send MP3s to: imaging@live971.com, or send CDs to: **Craig Schwalb**, 15600 W. Twelve Mile Road, Southfield, MI 48076...96.1 KEFM is looking for a new afternoon drive host. Send your package ASAP via MP3 to: **Michelle Matthews** at michellematthews@clearchannel.com...entry level News Announcer/Commercial Production position for radio news writer/announcer with commercial production responsibilities. Send T&R to: KMCH Radio, P.O. Box 497, Manchester, IA, 52057...**Cox's** N/T WHIO is looking for a part-time Traffic Reporter. Please forward resume & MP-3 to: Tommy.Collins@cox.com or to: **Tommy Collins**, c/o Cox Radio, 1414 Wilmington Ave., Dayton, OH 45420...WSSR Star 96.7 needs a new part-time night jock. Rush your CD & R to: **Brandon Baisden**, 2410-B Caton Farm Road, Crest Hill, IL 60435...all positions listed in The TATTLER are presented free of charge and represent equal opportunities.