

THE MAIN STREET Communicator Network TATTLE R 30

30th Anniversary 1974 - 2004

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CONCLAVE COUNTDOWN! Less than one month remains before the 29th Annual Conclave Learning Conference officially starts on Wednesday, July 15 at the Marriott City Centre in Minneapolis. What that means is this: you have 13 days to save money on tuition (currently \$399, rising to \$499 on July 1st). And assuming there are any rooms left at the Marriott, you'll have until July 2nd to grab a \$99/night room (single/double). After that date, any rooms at the Marriott will revert back to their rack rate of over \$200! Of course, you'll need to register for the Conclave before you can even think of getting your \$99 room (once rooms run out at this price, they're gone...and you'll be scrambling for a room at a different hotel.) So you know what to expect next month, a complete agenda is printed in this TATTLE R. In addition, a registration form (a PDF file) is attached to this TATTLE R. If you heard rumors about **Mitch Albom, David Crosby, Dick Gregory, and Gary Coleman** appearing at "Conclave XXIX - Paradigm 2004: It's Full of Shift!" - you've heard correctly! To register, download a form from www.theconclave.com, or call 952-927-4487.

Clear Channel/Wichita's KKRD has flipped to Top 40 as **KZCH** (Channel 9-6-3) this week, as the new station kicked off with a string of jockless, commercial-free "10,000 joints in a row"! **Bob & Tom** now move to KKRD's frequency 107.3 ("107.3 The Road"), with former KKRD morning teamsters **Sid, Emily and Cracker** leaving the building. In the meantime, **PJ**, becomes the PD of the new CC Top 40 **KZCH**. His first duty is the overseeing of **KZCH's** playing "10,000 joints in a row!" and hiring an airstaff (see 'Jobs').

The vacant **WUSN/Chicago** PD position has finally been filled. **Mike Peterson**, from sister **Infinity** country **KSKS/Fresno** will fill the chair of **Tom Rivers**, who died in March.

Ken Griffey Jr.'s 500th home run will be announced by one of the team's two Hall-of-Fame broadcasters, **Marty Brennaman** or **Joe Nuxhall**! At Griffey's request, he told Reds officials he'd rather have the two mikeside for the momentous HR, rather than first-year PBP guy **Steve Stewart**. **Marty Brennaman** or **Joe Nuxhall** will make the call on **WLW-AM**. At press time, Griffey was 1 dinger away from his HOF plaque!

ANNOUNCING THE CONCLAVE'S FIRST INDUSTRY AWARDS. AND THE WINNER IS -YOU! The Conclave has taken a dramatic step which will allow radio and record professionals to bypass the old school method of nominating and selecting PD OF THE YEAR, MD OF THE YEAR, AIRTALENT OF THE YEAR, LABEL OF THE YEAR, VP/PROMOTION OF THE YEAR, etc. with a novel concept. *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 OF THE YEAR, MD OF THE YEAR, AIRTALENT OF THE YEAR, LABEL OF THE YEAR, VP/PROMOTION OF THE YEAR...whatever your job is, you'll be recognized as the industry's best! EVERYONE will be recognized as a winner by their peers! Need a photo of your proud moment? No problem! Stop by the Conclave's 30th Anniversary Prep Booth, and get a snapshot of you receiving your award from any number of Conclave celebrities or guest artists! If you want a trophy just like those hanging on the walls of **Scott Shannon, Rick Dees, or Clive Davis**, register today for Conclave 2004...and "**You're Already A Winner!**"!!!

Changes. **Radio One** ups **WDTJ/WDMK/WCHB/Detroit** interim GM and current Dir./Sales **Carol Dobrusin** to VP/GM, effective immediately, replacing **Tamara Knechtel** as current Nat'l Sales Manager **Dennis Archer** adds Station Manager duties and remains NSM, dealing with everyday personnel management...**CCD, Inc.** brings in former **Sheridan Gospel Network** GM **Kelvin Quarles** as GM for Urban AC **KMOJ/Minneapolis**, effective immediately, as OM **RC Williams** moves into the newly created position of Dir./Programming...A new host for **WCMJ (96FM)/ Cambridge, OH** was knighted this week. **Micheal St.James** comes to Ohio from Classic Rock **WRRK/Pittsburgh** where he served as morning show producer.

KIMBERLEY LOCKE
WRONG
Adding NOW
at Top 40
KHKS, WJJS, WLDI early!!

Don't Go (Boys & Girls)
MOST ADDED!
KHTS!
KHF!
WKSE!
...more!!!!

Fefe Dobson

ADDED
KFRX!
WNDV!
WLYV!
WJMX!

Feel
She Makes The Make-up Look Good



News Web's WRZA/Park Forest-Chicago (Nine-FM) started their engines with Tom Petty's "Learn To Fly". "Getting back to the basics" is what PD **Sky Daniels** says will be the station's philosophy and he started by playing 9,999 commercial free songs in a row. Daniels promises no more than 3 minutes of commercials in a row and has a goal of playing only 9 minutes of advertising each hour. Good luck with the rebellion, Sky!

Sale-ing Away. **Artistic Media Partners** buys AC WSHI/**Fort Wayne** from **Jammin' Broadcasting** for \$2.61 million, giving **Artistic** a duopoly with Country WBTU...Country WDOH/**Delphos, Oh** has been sold by **Vogel Roach Corp.** to **Maverick Broadcasting**.

Former Green Bay Packer HOF'er **Paul Hornung** announced this week that he has decided to pull the plug, quitting **Westwood One's** radio coverage of Notre Dame football games, "because the school does not want me there." Hornung had previously made remarks calling for the school to lower academic standards in order to "get more black athletes", which caused a firestorm of controversy back in the spring, and he has been awaiting word from the school and WW1 on his fate. The school reportedly said that the decision was up to the syndicator, but Hornung apparently told the paper that, "I'm not going to sit back and let Notre Dame put the blame on somebody else. It's not going to be WW1. It's going to be Notre Dame."

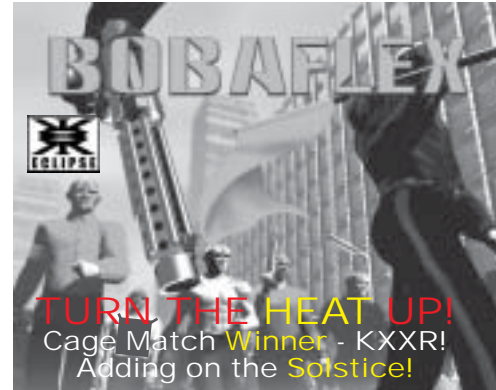
Changes, Too. WNUA/Chicago midday host **Porshe Stevens** exits as former XM programmer and Windy City radio vet **Shirley Hayes** replaces her...Country KIXQ/Joplin, MO PD **Cody Carlson** has been named as PD **Shannon Stone's** replacement in Colorado Springs, Stone will stay through the end of the spring book...former WKHM/Jackson morning host **Claire Wiley** joins WWWW/Ann Arbor for Promo Dir./morning co-host duties as current W4 Promo Dir. **Jody Gross** exits, meanwhile WMIL/Milwaukee Creative Services Dir. **Sean Lynch** joins for nights...At **Hubbard's** talk KSTP-AM/Minneapolis, **Brad Lane** becomes APD as market veteran "**Bullet**" **Bob Lange** exits...WPCK/Green Bay taps **Ron Stevens** for middays starting 7/1, and **Holly Jordan** for the 7-mid show. Holly comes in from WMIL/Milwaukee and Stevens is a Marquette, MI veteran...Wichita radio vet **Manny Cowzinski** is the new MD of KFBZ/Wichita as **Sunny Wilde** exits. He also does AM drive

Taft rocker KYYS/Kansas City - now owned by **Entercom** - is having its 30-year anniversary this July. **Jay Cooper**, a former KY jock, is gathering information from others who have history with the station for a documentary being based on KY-102. If you have anything to contribute to the project Jay can be reached at Jcooper@tampadsl.net.

Conclave 2004 Partners. These organizations are proud Partners of the 2003 Conclave - **All Access, Arbitron, BDS Radio, BMI, Brown College, Clear Channel Communications, Envision Radio Networks, First MediaWorks, Jefferson-Pilot, ListenerEmail.com, Mediabase 24/7, Moonlight Groove Highway, Musictech, Premiere Radio Networks, Specs Howard School for Communication Arts, and Troy Research.** Next time you're in touch with any of these fine folks, take the time to thank them for helping make the Conclave possible!

Changes 3. **All Comedy Radio** has inked former Infinity/Denver Sr. VP/Market Mgr. **Steve Keeney** as its VP/Owned & Operated Stations. ACR currently owns stations in Phoenix and in Kansas City...WTGR/Greenville, OH has tapped former KJEL/KBNN/Lebanon, MO News Dir. **Lou Kishkunas** for News Dir./midday duties...**Christal Radio** ups **Liz Ryckman** to VP/Sales Manager and AE **Mike Milonovich** to Senior AE, both based in Chicago...former KKRD MD/afternoon **Diego** is the new Director/Imaging at **ClearChannel /Wichita... Journal/Springfield (MO) Sales Mgr. Erin Callaghan** heads southeast to join the **Kipper McGee-led Cox Talk WDBO-A/Orlando** as LSM.

Jobs. T40 opening(s) in Wichita, KS! The all-new KZCH is on the air! get your packages to: **Lyman James, c/o Clear Channel, 2402 E. 37th St. North, 67219...** XM needs Top 40 air talent! Send your packages to: **XM Satellite Radio, Attn: Recruitment Job Code AADJ, 1500 Eckington Place, N.E., Washington, D.C. 20002, or email jobs@xmradio.com...** **Susquehanna** Hot AC KFME/KC is looking to fill a rare afternoon drive opening! If you're in touch with pop culture, and have a passionate drive for your audience rush your material to **Mike O'Reilly, 6th Floor, Mission, KS 66202...** There's a senior AE Position opening at WJR/Detroit. Send your resumes to: WJR Sales Manager, 3011 W. Grand Boulevard, Suite 800, Detroit, Michigan 48202 or e-mail to: robert.g.schick@abc.com...a Midwest N/T is looking for an

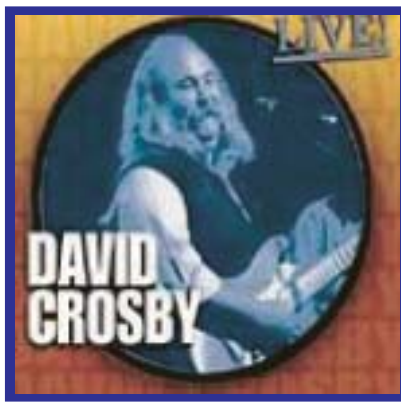


afternoon news reporter. Send your resume to: newsradiojob@yahoo.com...WERC/ Birmingham, AL is looking for an Morning Show Producer. Send resumes to: **Windy Hobbs**, 530 Beacon Parkway West, Suite 600, 35216 or email to: windyhobbs@clearchannel.com...**Mid Town Media** is revising their weekend programming and looking for talent. Send MP3 and resume to: midtownmedia@onairla.com...KMBZ News Radio has an opening for a live, local talk host in the Kansas City market. Send pkg. to: **Neil Larrimore**, News Radio 980 KMBZ, 4935 Belinder Rd., Westwood, KS 66205 or email at nlarrimore@entercom.com...Xtreme Radio/Cleveland is searching for sidekick to join **Rover's Morning Glory**. E-mail resume and MP3 (5 MB max) to: kmonroe@cbs.com, or send T&R to: WXTM, Attn: Morning Sidekick, 1041 Huron Rd, Cleveland, OH, 44115...**Crain Media Group** is looking for someone to host a morning show for a HAC station. Send packages to: **JR Runyon**, 111 North Spring Street, Searcy, AR 72143...**Sioux Valley Broadcasting** has a projected opening at KDDR Oakes, ND. Submit resumes to: **Ryan Cunningham** at ryancunningham@amfmradio.biz, or mail to: KOVC, P.O. Box 994, Valley City, ND 58072...**Clear Channel Radio/Houston** has an immediate opening for Mid-days on 94.5 The Buzz. Send packages to: vincerichards@clearchannel.com or to: Clear Channel, Attn: Middays, 2000 West Loop South, Ste 300 Houston, TX 77027...**Cumulus Broadcasting** is looking to fill a morning show opening. Send mp3 & resume to: jay.phillips@cumulus.com, or T&Rs to: **Jay Phillips**, 24 E. Meadow Suite One, Fayetteville, AR 72701...**Cumulus/Appleton-Oshkosh, WI** is looking for future on-air talent for Country, Active Rock, Oldies and News Talk stations. Send your T&Rs 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 T-100, 50kw Country Station. Send materials to: WCLT, P.O. Box 5150, Newark, OH 43058-5150 or email **Ron Strong** at rstrong@wclt.com...**Cumulus' WPCK/Green Bay, WI** has an opening for mid-day's. Send package to: **Chris Okelley**, c/o Cumulus Media, 810 Victoria St., 54304 or email to chrisokelley@aol.com...**Waitt Radio Networks** is looking for country afternoon drive personality. Send a tape and resume to: **John Glenn** 1000 North 90th Street Suite 105 Omaha, NE 68114. Email MP3's and resumes to jglenn@wrnonline.com...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities. No calls, unless otherwise specified.

- CONCLAVE XXIX
PARADIGM 2004: IT'S FULL OF SHIFT
AGENDA!**
- All sessions - Marriott City Center Hotel/Minneapolis
- Wednesday - July 14, 2004**
Group & Consultant Meetings (by invitation only)
Thursday - July 15, 2004
- 10A Exhibits Open
 - 11A **IBIQUITY PRESENTS** a preview: HD Radio: Digital Viagra for AM & FM
 - 12P **CURB RECORDS** presents The Newcomers Welcome Pizza Brunch
 - 1P Silent Auction Opens
 - 1-6P Conclave College, presented by **ALL ACCESS!**
 - 1p Programming-Ten Secrets for Successful Programming!
Gary Berkowitz/Berkowitz & Associates
 - 2p Arbitron 101: How Do We Get The Numbers? **Bob Michaels/Arbitron**
 - 3p Production for the Next Generation. **Mike Madrigal/KZLA, Ian Sturgeon/Big Fish, Kate Delaney/Short Bus**
 - 4p Promotion Basics:Simplifying the Chaos. **Rocco Macri**
 - 5p SUPERSESSION: The New Paradigms - They're Full of Shift! **Ed Christian/Saga, Mary Quass/New Radio Group, Joel Denver/Moderator**
 - 7P Exhibits/Silent Auction close
 - 6-8P Special Welcome Cocktail Reception
 - 8-10P Country Showcase/ Gathering
 - 8-10P Urban Showcase/Gathering
 - 10-1A Rockin' the Fine Line
- Friday - July 16, 2004**
- 8A Krispy Kreme Breakfast #1 presented by **MUSICMASTER/SCOTT STUDIOS**
 - 8A CareerTrak #1: The 3 C's- Creating Compelling Content!!
Lorna Ozmon
 - 9A Format Symposiums (Block 1) Listed with moderator/ coordinator only
 - Country: Ten NEW Facts...Your Consultant Never Told You
Jaye Albright/Albright & O'Malley
 - Retro: Hey, Can We Say This?
 - T40: Sex, Drugs, Top 40 & The End of the World? **Jerry Clifton/New World Comm.**
 - A3: Against All Odds **Dave Lange/McVay Media**
 - Urban #1: Making Mornings Work! **Jerry Boulding/Boulding & Assoc.**

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

- 10:30A KEYNOTE: **Dick Gregory!!**
- 11:30 Awards Luncheon, presenting 2004 Conclave Scholarship winners and Rockwell Awards (**Mike McVay, Al Casey** – recipients)
- 1:30P Conclave Keynote Session: Are You Decent? **Rick Cummings**/Emmis & others TBA
- 2:30P Aliens...Stars from Other Worlds! **Gary Coleman, Pam Stone, Shari Lynch & Friends**
- 2:30P The Music Summit: The New Realities-**Sean Ross**/ Moderator, **Kristin Thomson**/FMC, **Alex Luke**/i-Tunes, more!
- 3:30P Conclave Focus Group #1: My Music! **Tom Kelly**/Kelly Research
- 3:30P How To Be Your Own Publicist! **Kipper McGee**/Cox-Orlando
- 3:30P Managing Creativity— A Program Director's Guide for Getting the Best Out Of Your Air Talents: **John Silliman Dodge**
- 3:30P PPM (People Meter): What You Should Know - **Scott Musgrave**/Arbitron
- 4:30P Format Symposiums (Block 2) Listed with moderator/ coordinator only
- Rock: Oh my God, What Happened to Our Freedom? **Lester St. James**/Journal-Omaha
 - Hot AC: Personality - Not Just for Breakfast Anymore **Tom Gjerdrum**/Entercom-Milwaukee, **Tony Garcia**/ Jefferson Pilot, and more!
 - News/Talk/Sports: Programming to the Masses -Live & Local – **Wendy Paulson**/Infinity-Minneapolis, **Chris Krok**/Hubbard-Minneapolis
 - Country #2: You ARE Your Brand! **Jaye Albright**/Albright & O'Malley
 - Contemporary Christian: Cont. Christian Radio-Its For Real! **Dan Vallie**/Vallie Media, **Kevin Peterson**/Sonrise
- 4:30P Aircheck Clinic #1
- 4:30P CareerTrak #1: The 3 C's- Creating Compelling Content, 2!! **Lorna Ozmon**
- 6P - Exhibits/Silent Auction/Registration closes
- 6P The **JEFFERSON-PILOT** Happy Hour
- 6:30P Conclave Board of Directors Meeting
- 7P Dinners/Free Time/Hennepin Block Party!



Saturday - July 16, 2004

- 8:15A Krispy Kreme Breakfast #2
- 9:15A CareerTrak #3: Top 10 Coaching Tips for Your Airstaff: **Tommy Kramer**
- 9:15A Format Symposiums (Block 3) Listed with moderator/ coordinator only
- Alternative: No Longer MIA!
 - Mainstream AC: Listeners & Lifestyles -Shift Happens! **Mark Edwards**/Infinity-St. Louis
 - Hispanic: The Minority Leader-Building Your Station! **Tom Land**/Journal-Omaha
 - Urban #2: Developing New Music & Marketing Strategies **Jerry Boulding**/Boulding & Assoc.
- 9:15 Got FIRED or LAID OFF?! Celebrate & Move On!! **Ann Ulrich / I Got Fired! Party**
- 10:45A KEYNOTE: How To Be Human...And Still Have A Job - **Mitch Albom!**
- 11:45A Silent Auction Closes
- 11:45A **BMI & MOONLIGHT GROOVE HIGHWAY** Legends Luncheon with **2-Time Rock Hall of Famer DAVID CROSBY, MC** – **Rachel Donahue!**
- 2P Satellite Radio: Putting the "Terror" in Terrestrial? **Lee Abrams**/XM, **Jay Clark**/Sirius and Friends
- 3P Conclave Focus Group #2: My Radio! **Matt Hudson**/ Hudson & Associates
- 3P 60 Promotional Ideas in 55 minutes! **Gary Nolan**/ Sandusky-Seattle
- 4P Better Stories for the Best Commercials! **Jeffrey Hedquist**
- 4P HD Radio: Digital Viagra for AM & FM! **Don Kelly & Frank Foti**

- 4P 30 Ways To Build A Better Show w/ **Jaye Albright**/Albright & O'Malley
- 4P Aircheck Clinic #2
- 6P **BDS VNU/BDS/MONITOR** Presents A Sainly Happy Hour with The St. Paul Saints!
- 7P Legendary St. Paul Saints (Mike Veeck, Bill Murray-owned) vs. Winnepeg OUTDOOR baseball!

Sunday - July 18, 2004

- 7-11A **ARBITRON** presents The Getaway Brunch!

NOTE: This agenda may be subject to change without notice.