

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

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How would you like to be in charge of a radio station promotion which received extensive television coverage NIGHTLY for the last 4 days of the spring book? That happened to **Clear Channel T40 KDWB/Minneapolis** this week as the **Ryan in the Morning Show** brought "Survive It & Drive It" to the airwaves. On Monday, June 14, 36 people got on a rollercoaster at an area amusement park. The point of the promotion was simple. All 36 contestants were to ride on the helacious "Wild Thing" roller coaster over and over until they could stand it no longer. The last person standing (Sitting? Wretching???) would drive away in a 2005 Toyota Scion. 9 days later, just two participants remained! Since the weekend, several local TV stations broadcast the saga of the contestants...ultimately making the final two contestants local heroines, of sort. But the contest had to end Wednesday (the day the station's agreement with the amusement park expired). What to do...what to do??? At 6:30AM, the station went live as **Dave Ryan** woke the two and told them there was only one way to end the impass. Muses PD **Rob Morris**, "(Dave) told them he had decided to end the contest with one game of 'Rock, Paper, Scissors' — winner take all. Both looked like they were about to cry. It was great" Listeners called to protest, and TV cameras recorded the whole spectacle. Ryan stayed with the bit, counting the girls down: "One, two...." Then, abruptly yelled "Turnaround!" Driving toward them were TWO Scions! Hysteria ensued, local anchor people rushed in, and the station wound up with a big Scion-eating grin on it's face. Said station promotion consultant, **Paige Neinaber**, who has been a part of an outrageous radio promotion or two (just don't ask him about giving haircuts on the San Francisco Bay Bridge): "I haven't seen or heard this kind of press coverage ever for a radio contest. It's been insane. Make sure to ask Rob and Paige about it at the Top 40 Format Symposium at the Conclave in a couple of weeks (Friday morning, 7/16, at the Marriott City Center).

Got **Fefe Dobson**? *Rolling Stone* does, featured prominently with her "Got Milk?" mustache in the new issue! "**Don't Go (Girls & Boys)**" was also just added at WIOG, WWWQ, KKDM and KJCK! **Island**

Kimberley Locke is
~~WRONG!~~
MOST ADDED!
CURB RECORDS

Fefe Dobson
added
WWWQ!
WIOG!
KKDM!
KKMG!
KZMG!
...more
Don't Go
(Boys & Girls)
ISLAND

Feel She Makes The Make-Up Look Good
#1 MERF Radio!
CURB RECORDS

Midwest lawmakers were a significant part of what could turn out to be momentous legislation this week, as Senator **Sam Brownback** (R-KS) sponsored an add-on indecency amendment to the the Senate's defense bill. The amendment asks to increase maximum indecency fines tenfold to \$275,000. It passed 99-1. Senator **Byron Dorgan** (D-ND) sponsored an additional provision invalidating the FCC's new media ownership rules. It, too passed. The Senate must now vote on the main defense authorization bill to which these amendments have been attached, followed by consideration by a joint House-Senate committee to – ironically – consolidate the two defense bills before it could be sent to the President for a signature or veto.

Fastball's "Drifting Away" is drifting onto the radio. It's a growing favorite on KHMx (...lots of phones!), KYKY, KEZR, WXRT and WMMM. **Rykodisc**

The Urban format symposiums have been set for Conclave 2004, which takes place at the Marriott City Center in Minneapolis July 15th-18th. Conclave Board member, **Jerry Boulding** has assembled the best of the best for these unique sessions, and here's what's on tap: Friday, July 16th - "Developing New Music & Marketing Strategies," moderated by *The Urban Buzz* Pres./CEO **Kevin Fleming**, with faculty to include; **George Hamilton** OM WAMO/Pittsburgh, **Derrick Brown** PD WHQT/Miami, **Andre Carlson** PD KPRS/Kansas City, **Ken Johnson** VP/Urban **Cumulus**, **Terry Foxx** Urban Editor at **Allaccess.com**, **Kathy Brown** OM WMMJ/Washington, **Reggie Rouse** OM WPGC/Washington and **Earl Boston** of **EBI Inc./New York**. In addition, the Urban symposium for Saturday, July 17th is titled "Making Mornings Work - Is Comedy the Key?" featuring morning-show stars such as: **Radio One's Russ Parr**, **BJ Murphy** KRNB/Dallas and **Marc Clark** of WERQ/Baltimore. (And, rumor has it a "Simpson" may just join the fun at the Saturday Conclave symposium. Will it be: 1) Homer? 2) Bart? 3) O.J. 4) Donnie???)

Mercyme's "Here With Me" proves to be a multi formatic smash, spinning on T40-WNCI (26x!), AC - KSRC (22x) and HOT AC - WKTI (20x). You got somethin' better to play?? **Curb**

Changes. The new APD/Music Dr. and Afternoon Drive for Magic 93.9 KKMK/Rapid City? **Kurt Summers** formerly PD at cross-town KZLK-FM, **Clear Channel** Oldies Kool 92.7 KLUW/Fargo, and soft AC KQHT Grand Forks...Former **Elektra** VP/Promotion **Tom Starr** moves from Los Angeles back to his hometown of St. Louis, where he now heads up regional promo duties for **Atlantic**...KFBZ/Wichita morning sidekick **Manny Cowzinski** picks up middays and MD duties, replacing the recently departed **Sunny Wylde**...KMOX/St. Louis has hired cross-town KTRS midday host **Paul Harris** for afternoons following the expiration of his deal at KTRS, in 90 days...**Cumulus'** WDZZ/Flint PD **Jerold Jackson** has announced



his transfer to sister Urban AC KMJK/Kansas City...T40 KMXV and sister AC KSRC/Kansas City Imaging/Production Dir. **Doug Miller** has announced he is heading to WSTR/Atlanta for similar duties, effective Monday (7/12)...former Chicago GSM **Kirby Kaden** joins **Univision**/San Antonio as Director of Sales.

Manhattan/EMC's Richard Marx takes the energy of his windy city roots, and spins it into a hit in the making with **"When You're Gone!"** This multi-Grammy award winner is getting multi-spins this week with **Bob Walker's** WKTI (23x), **Barry McKay's** KFBZ (24x) and **James Baker's** KIOI (30x!). On tour NOW!

When KMXV/Kansas City's Red, White and Boom concert event happens this weekend, a surprise guest who's had many hits in his life – although most in the ring, despite his recording the album "Hulk Rules" in 1995 for **Select Records** (same label as **The Jerky Boys**) – will open the event: None other than **Hulk Hogan!** His daughter, **Brooke** (who CAN sing), will also join him on stage, where she'll lead the throng in the singing of the National Anthem. (We're actually hoping Hulk just mouths the words...) Also, congrats to KMXV's **Teresa** from "The Rocket & Teresa" morning show, on the birth of the newest Mix fan, her baby boy born Monday (6/21).

When it sounds this good, it has to be **"Wrong"**, and so it was this week for the #2 most added record at Top 40 as Midwest stations like KMXV, WXSS, WIOG, WIXX, WCIL and WNDV were among the proud and willing lined up to go wrong with Ms. **Kimberley Locke**. BTW - she will be featured on the **Rick Dee's** countdown show next weekend. **Curb/Reprise**

As previously reported in *The TATTLER*, **Clear Channel/Wichita** has launched Classic Rocker KTHR (107.3 The Road). The new station has occupied the frequency of former Top 40 KKRD since this past Thursday (6/17) at 10am, following the flip of former Classic Rocker KRZZ to Top 40 KZCH last week. PD **Dustin Ebaugh** is now handling PD/afternoons for The Road, while former KRZZ MD **Mark Good** will handle MD duties at the new station and mid-days are covered by former KRZZ afternooner **Brent Willems** and syndicated morning duo **Bob & Tom** handle wakeups.

Didja know **Keri Noble's "Talk To Me"** is getting monitored 55 spins in Minneapolis!?? KTCZ 28x and KS95's 27x add up to a large hit in the land of 10,000 lakes!

JUST DAYS LEFT TO SAVE BIG MONEY AT THE CONCLAVE! With less than (3) weeks remaining before the 29th Annual Conclave Learning Conference gets underway in Minneapolis, tuition and hotel deals will be expiring NEXT WEEK! The deadline to register for the July 15th-18th event for just \$399 ends on Wednesday (6/30), rising to \$499 the very next day. With the hotel near sell-out and any

remaining hotel rooms at special Conclave hotel room rate of \$99 disappearing after Friday, July 2nd, we strongly recommend you register today! After July 2nd you may still be able to secure a Marriott room, but it will be at a much higher rate...if any remain! The \$99 tuition rate for students, teachers and free agents will remain in effect until the start of the Learning Conference on July 15th.

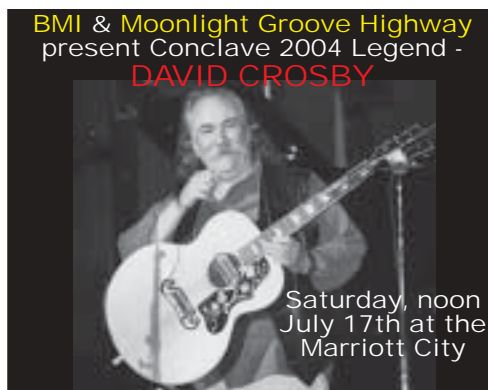
Bobaflex "Turned the Heat Up" in Minneapolis last night (6/24) when they descended upon The Rock in Maplewood for a blistering live set in front of new fans after winning 4-nights straight on 93X/Minneapolis' Cage-Match the previous week with their one-listen, two-minute summer rock anthem! Early adds at: KRRO, WZRZ, KNDZ and WAMX with additional spins detected at KUPD, KXXR, KDOT, KCPX, KBER, KIBZ, KFMW and XM's Squizz and many more!

Eclipse
NPR's Justice Talking announced that it has contracted with the **Ken Mills Agency (KMA)**/Minneapolis for exclusive representation with public radio stations. **Justice Talking** is award-winning radio that engages listeners in debates on the current legal battles that capture our nation's attention. Each weekly program tackles tough, provocative issues by featuring reports from the field, polling analysis, and compelling debate between the nation's leading advocates and political opposites. Taped before a live audience, Justice Talking is a project of the **Annenberg Public Policy Center**. KMA is a Minneapolis-based marketing company begun by Midwest radio veteran **Ken Mills** in 1997

It may be the last thing on her mind, but it's the #3 most added at AC! **Leann Rimes' "Last Thing On My Mind"** also spun 23x on KSRC and is a huge #1 European/UK smash. **Curb**



The queen of Stockinrock Records, Layne Larson, meets the king of Rapid City Radio, KAT/KKLS/KIMM OM Charlie O'Douglas!



Twenty-One Sound Communications has acquired KLPW/Union, MO and entered into a long-term lease (w/ option) for the sister FM from **Marathon Media** for an undisclosed sum. TOS Communications also owns Alternative KNSX/Steelville, MO and Country KKAC/Vandalia, MO.

Their address has changed, but the number remains the same. **Journal's** Omaha cluster, including KQCH, KEZO, KSRZ, KKCD, KHLP-A, KOMJ and KOSR, moved to new facilities this week. The stations are now located at; 5030 No. 72nd Street, Omaha, NE 68134.

Mitch Albom, David Crosby, Dick Gregory, and Gary Coleman appearing at "Conclave XXIX - Paradigm 2004: It's Full of Shift!" - **July 15-18, Minneapolis Marriott City Center. \$399 tuition expires 6/30. \$99 Marriott rooms disappear 7/2!!**

Move over, Los Lonely Boys! "Spin Around" from **De Sol** is spinning around on and ending radio The newest hit from **Feel**, "She Makes The Makeup Look Good" has begun to spin on stations all over the mid west. The bandwagon includes stations WJYY, WHTF, WJMX, KFRX, KWTX, KQID, WNDV, WVAQ, WWKZ, WRTS. Another grand slam for **Curb Records**.

Changes too. Country WOOZ/Mario-Carbondale, IL PD **Chad Elliot** has been tapped to slide over to take the PD/midday reigns of sister Top 40 WCIL, effective next Thursday (7/1), replacing PD **Jon E. Quest** who remains on as MD/afternoons, while OM **Rusty James** adds day-to-day programming responsibilities for WOOZ...WPKR/Appleton-Oshkosh, WI OM/PD/midday host **Ray Robicheaux** has exited the station and as night guy **Tony Brueski** handles PD duties on an interim basis...KFMW/Waterloo-Cedar Rapids, IA Promotions Director **Brian Marshall** moves to Overnights effective Monday, (6/28) as current night host, **Jamie Larson** moves to the Promotions Director chair and WMAD/Madison talent **Sam Faith** arrives as the 6pm-Midnight replacement, effective Monday (7/12)...Omaha-based **Waitt Radio Networks** has upped **Chris Reeves** to Dir. of Ops...

Tyler Dean "likes it" when stations like WMRV, WGTF, WJMX, KCRS, KWTX, KQID, WNDV and WWKZ add "I Like it". **Curb Records**

After losing both his parents to cancer, Country KWWK/Rochester, MN PD/afternoon drive host **Joe Michaels** has become a tireless advocate for the American Cancer Society, including spending 15 hours on the roof of a local restaurant last Friday (6/18) to raise \$2,700 for the ACS.

After six years as a consultant with **Zapoleon Media Strategies**, **Lorin Palagi** has resigned and is joining **ABC's** Country combo KSCS and sister KTYS/Dallas as OM, effective Monday (7/12). Prior to his consultancy stint, Lorin had programmed in markets like Minneapolis, Houston, and Chicago.

We know many PD/MD's have moved on to other songs, but this fact remains: WXSS is STILL providing 30+ spins a week (last week, 31) to **Hanson's "Penny & Me"** on **3CG**. This, after spinning the disk since the 2003 holidays. Hmmm...wonder if radio may have missed one here?

Congrats to WLUM/Milwaukee MD/afternoon host **Kenny Neuman** and his wife **Debbie**, on the birth of their daughter **Paige** on Tuesday (6/22), weighed in at 6 lbs. 7oz.

Condolences to family and friends of former WLS/Chicago newsman and WGCI/Chicago host **Lon Dyson**, who died this past Saturday (6/19) at 65...and we're also saddened to report the passing of **Clear Channel/Chicago's Launa Thompson** (6/20) following her battle with liver cancer at the age of 52.

ADDING THIS WEEK AT AC - Natalie Grant "I Am Not Alone" on Curb



<p>You're GUARANTEED to win PD/MD of the Year at the Conclave! Why? Shift Happens. 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! 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>					

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, Jones Media, ListenerEmail.com, Mediabase 24/7, Moonlight Groove Highway, Musictech, 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!

Jobs. We know of a great Afternoon drive and APD spot at a highly successful, top 100 market Hot AC in the Midwest. If you are a great communicator and team player who can check your ego at the door, send your package to the Tattler. We'll pass them along...Immediate opening for midday announcer at Top 40 KRCS (Hot 93.1) in Rapid City, SD. Live in the beautiful Black Hills and work in a great facility. You'll be doing remotes, production and plenty of station events for a very promotionally active station. Experience with Scott Studios and Cool Edit is a plus. Possible promotions director for right candidate. Send materials to: PD Chad Bowar, 660 Flormann Street, Suite 100, 57701. You may send an MP3 and resume to hot931@gmail.com...**Clear Channel's** T40 KDWB/Minneapolis has an immediate opening for overnights/swing/board op! Rush your resumes and MP3s yesterday to: **Derek Moran** at derekmoran@clearchannel.com...Active Rocker KFMW and Oldies KOKZ/Waterloo-Cedar Rapids, IA are looking for part-time air talents. Up to 25 hours a week. Must have knowledge of the respective formats and have a year of on-air experience. Send CD/Tape & resume to: KFMW, Attn: **Michael Cross**, 514 Jefferson Street, Waterloo, Iowa 50701...**Infinity** T40 KMXV and sister AC KSRC/Kansas City needs an Imaging/Production Director! Get your demos and resumes to: KMXV&KSRC, Attn: **Chris Taylor** at ctaylor@cbs.com ASAP...**Cumulus** Country WPKR/Appleton-Oshkosh, WI is searching for an OM/PD/midday host. If you think you've got the goods to fill the position rush your T&R to: WPKX, Attn: **Jeff Schmidt**, 491 South Washburn, Suite 400, Oshkosh, WI 54904...Kicks 104.9 is looking for a morning co-host. Send your best work today to: **Chris O'Kelley** WPKX, 810 Victoria Street, Green Bay, WI 54302, or email to kicksamshow@aol.com...WGKX/Memphis seeks talent! Rush your resume and MP3s to: **Chip Miller** at chip.miller@citcomm.com...**Cumulus** Appleton/Oshkosh is accepting T&Rs for future on-air talent for Country, Active Rock, Oldies and News Talk stations. Send your materials to: **Jeff Schmidt**, 491 S. Washburn - Suite 400, Oshkosh, WI 54904 ...**WCLT Radio Inc.** is accepting MP3's and resumes for evening announcer position with their Country Station located in Newark, Ohio. Send your best stuff to: P.O. Box 5150 Newark, Ohio 43058-5150 or email **Ron Strong** at rstrong@wclt.com...KFXI is looking for mornings! Send

resume to: **Bill Marshall**, 1101 HWY 81 N., Marlow, OK 73055...**Metro Networks** has a reporter/producer position opening in their Oklahoma City office. Send resume to: hank_cary@metronetworks.com...**Broadcast Media Solutions** is currently seeking sales professionals. Send packages to: **Steve Freeman**, stephen@bmsstudios.com...PD/PM Drive opportunity at **Cumulus'** T40 KMCK/Fayetteville, AR. Email your package to: mark.pollitt@cumulus.com...**Waite Radio Networks** is searching for on-air talent. Send MP3 airchecks to dhunter@wrnonline.com or to: WRN, Attn: **Dave Hunter**, 1000 N. 90th St. Suite #105, Omaha, NE 68114...WTMJ/Milwaukee, WI has an opening for a morning show. Send your air-check to: **Rick Belcher**, 720 E. Capitol Drive, 53212. or email at Belcher@620wtmj.com...**WASK Inc** is searching for talent. Send CD&R to: **Mark Allen**, Box 7880 Lafayette, IN 47903...HAC Christian station is looking for morning drive talent. Rush your demo package including brief testimony to: Mornings, c/o Pulse FM, 61300 Ironwood, South Bend, IN 46614...**Clear Channel's** WLAC NewsRadio has an opening for a talk host in the Nashville market. Send your pkg. to: **Tom Peace** 1510 WLAC, 55 Music Square West, Nashville, TN 37203 or email tompeace@clearchannel.com...WHZZ /Lansing, MI is looking for PM Drive or Night host. Send a CD&R to: **Jason Addams**, 600 W. Cavanaugh, 48910...WSAU/Wausau, WI is looking for an afternoon newsperson. Send T&Rs to: **Chris Conley**, 557 Scott Street, 54401, or email a resume and MP3 to Chris@wsau.com...**MacDonald Garber Broadcasting** is in search of a Morning Show Host for WLXV Radio and a Program Operations Director for their Cadillac, MI cluster of stations. Send resumes to: **Mark Elliott**, Box 286, Petoskey, MI 49770...**G.I. Family Radio** is looking for a Production Director. Send Package to: **Chris Loghry**, 3205 West Northfront Street, Grand Island, NE 68803...**Cumulus'** Rhythmic/CHR 106.1 is searching for on-air talent. Get package to: **Cosmo**, 503 Old Hiway 63, North Columbia, MO 65201 or email mp3s to cosmo@Q1061.com...**Clear Channel/Chicago** is looking for a national sales director. E-mail your resume to: cherylesken@clearchannel.com...LSM needed for **Mid-West Family's** seven Southwest Michigan stations. Contact: **Brent Dingman**, P.O. Box 107, St. Joseph, MI 49085 or email him at salesjobs@theradiostations.com...Become part of an exciting, growing and fast paced organization! Nonprofit Catholic Radio Network seeks a **STATION MANAGER** for future openings. A minimum of 3-5 years of radio broadcasting in the areas of: traffic/billing; writing/recording promotional sponsorships; programming/production;live remotes. Must be open to travel and relocation and must have a fidelity to the Catholic faith. Please email resume & cover letter to: hr@relevarradio.com Fax: (920) 469-3747... All positions advertised in the *TATTLE* represent equal opportunities, and are provided free of charge. No phone calls, unless otherwise indicated.