

THE MAIN STREET Communicator Network TATTLE R 30

30th Anniversary 1974 - 2004

Tom Kay • Chris Mozena
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Conclave 2004 Facts & Figures: By attracting a crowd of just over 800, the Conclave set a new attendance record in it's 29th year last month. The Conclave thanks to those who made that record-setting Conclave possible: those who attended! In our economy - and with the relatively uncertain shape of both the radio and record industries - the numbers were significant. Also significant was the make-up of registrants. The usual mixture finds radio outnumbering records about 2 to 1, with students/teachers representing 1 out of 10 or registrants. 2004 was quite different. Here's how the attendance broke down: Radio 52%, Students/Teachers 16%, Vendors 11%, Music industry 11%, Others (Volunteers, trades, artists/managers, non-industry faculty) 10%. As the industry has changed over the past 3 decades, one thing seems to remain constant - the Conclave is the one industry seminar radio programmers choose to attend. Now, it appears the Conclave has become the destination for prospective radio professionals, as well.

Kimberley Locke and her new single "**Wrong**" continues to ring correct (as well as phones!) as it climbs to #38 with a bullet this week! New adds at WFLZ/Tampa, WZEE/Madison, WAZY/LaFayette, KZBB/Ft. Smith, KSRQ/Billings and more ensure her ascent to the top! This week's regional spin leader, WQQB 40x! **Curb**

Lansing, MI Spring Book. **Citadel** demonstrates cluster strength as sister stations keep pace with each other. WITL-FM 8.9-10.7, WFMK-FM 7.7-9.3, WJXQ-FM 6.5-8.9, WHZZ-FM 7.9-7.6, WJIM-FM 9.3-6.4, WQHH-FM 5.4-6.0, WMMQ-FM 5.8-4.5, WILS-AM 3.4-4.3, WJIM-AM 4.2-4.3, WVIC-FM 4.0-3.9, WQTX-FM 2.0-3.1, WKMY-FM 1.4-1.4, WJR-AM 1.4-1.2, WIOG-FM 1.2-1.0, WBCT-FM 0.4-0.8, WVFN-AM 0.6-0.8, WNWN-FM *-0.6, WKFR-FM *-0.6, WKQI-FM *-0.4, WODJ-FM *-0.4, WOOD-FM 0.6-0.4. Disclaimer: All quarterlies in *The TATTLE R* are 12+ persons, 6A-12P, M-Su, 6A-mid, Winter-Spring comparisons, unless otherwise noted. Copyright © 2004, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Emmis' Indianapolis-based CEO **Jeff Smulyan** tops Senator **John Kerry's** list of supportive business leaders. Other radio executives found on the list include; **Border Media Partner's** founder **Tom Castro**, **Viacom** co-President **Tom Freston**, **Inner City Broadcasting** chairman emeritus **Percy Sutton** and **Wicks Group** principle **Daniel Black**.

Busted and "**What I Go to School For**" isn't slated for adds until (8/24), but you'll want to audition this hit today! **Universal**

The Illinois GOP has offered it's open slot for Senate candidate to former syndicated radio and **MSNBC** host **Alan Keyes**, who said he would decide by this Sunday (8/8) whether to challenge Democrat **Barack Obama** for the seat. Keyes, who is *not* an Illinois resident, previously had two unsuccessful bids for a Senate seat in Maryland (in 1988 and 1992), and ran in the Presidential primaries twice as well. Incidentally, he would be required to relocate to the Land of Lincoln prior to the election to qualify for the ballot.

AC WJFI/Ft. Wayne, IN was auctioning off a dream date with **98 Degrees** member **Jeff Timmons** when something special happened (outside of a listener purchasing his/her way into Jeff's heart). According to PD **Barb Richards**: "Our 'Evening with Jeff Timmons' went for \$810 on eBay!" But get this: The second-highest bidder offered to still make a donation to the Riley Hospital for Children— how cool is that? So with that donation, Jeff has brought in almost \$2,000!" Ask Barb about it at TalenTrak 2004 in Cleveland. She'll be featured in a special session.

Why is it we hear song-driven formats preaching the need for "core" artists? When a core artist fails to come up with a hit and a station plays it anyway, do you know what that's called? Lost audience. When a non-core artist creates a hit SONG, do you know what that's called? Increased cume and quarter hour! Play a core artist or play a hit...you decide which one your station REALLY needs. This week, bulleted at #20 on the *R&R HAC*, you'll find **Richard Marx** and his new hit song "**When You're Gone**". (Don't believe us? Try these calls/spins; KSRZ 27x, KYKY 20x, WKTI 16x, WKSZ 16x, KFBZ 14x and many more!) **Manhattan**

Grand Rapids Spring Book. **Clear Channel's** Country B93 maintains it's double-digit domination. WBCT-FM 11.9-11.8, WLAV-FM 5.4-6.8, WSNX-FM 7.7-6.5, WOOD-AM 7.9-6.1, WOOD-FM 7.7-6.5, WKLQ-FM 3.5-4.8, WLHT-FM 3.9-4.4, WGRD-FM 3.5-4.4, WTRV-FM 2.9-4.1, WBFX-FM 3.6-3.4, WODJ-FM 4.6-3.3, WVTI-FM 3.2-2.6, WJQK-FM 3.0-2.3, WBBL-AM 2.0-2.2, WMUS-FM 1.9-1.8, WFGR-FM 2.3-1.7, WJNZ-AM 1.4-1.2, WFUR-FM 1.9-1.2, WMJG-AM 1.3-1.1, WYVN-FM 0.7-1.1.



RICHARD MARX
When You're Gone

R&R Hot AC 20

KSRZ 27x
WKSZ 28x
WKTI 23x

CURB



KIMBERLEY LOCKE "**WRONG**"

TOP 5 REQUESTS - WNTQ 25x!

ADDED Z104, WAZY, WFLZ, etc!

R&R CHR / POP

38

CURB



“Eleanor”
Coming soon
to Hot AC!
Already on
KALZ 10x
KLLY 5x

M A N
M A T
T A N

HAC Tip - **Low Millions** and their single “**Eleanor**” Adding soon at HAC, but already enjoying early AAA airplay at; WZEW 12x, WRLT 11x, WMMM 8x, WNCS 6x, KINK, WTTS, WXRV and even some savvy HAC stations aren't waiting, such as WHTG, KALZ 10x and KLLY 5x! Audition today! **Manhattan**

TALENTRAK 2004 AGENDA SET! The 9th edition of the Conclave's exclusive air talent seminar, TalenTrak 2004, has set its agenda for Saturday, September 18, 2004 at the Holiday Inn/City Centre Lakeside in Cleveland, Ohio. The day begins at 9AM with “It's All In the Package” – an in-depth look at resumes and resume-building. At 10 AM, “It's All In The Presentation” – a session chaired by **Mike McVay/McVay Media** (2004 Conclave Rockwell recipient) which will dissect on-air expectations and performance in each of the major dayparts. Joining Mike will be **Dave & Geri** – WLHT/Grand Rapids, WAJI/Ft. Wayne's **Barb Richards**, and **Raechel Donahue**, legendary air talent now with **Moonlight Groove Highway** (and who conducted the still-talked-about **David Crosby** interview at Conclave 29). At 11:30AM – “It's All In the Politics”, a most extraordinary session which will actually teach how to play the in-station and corporate game for personal and professional gain. At 12:30PM, it's TalenTrak Keynote time. At 2PM, the all-important *Aircheck Clinic* (for the first 60 registrants, only; bring your scoped 3 minute aircheck ON CD ONLY!!). At the conclusion of the day, TalenTrak presents “Great War Stories of Radio”, and intimate glance at the trials and tribulations of some of the industry's most successful air talents, taught in story form! You'll laugh, you'll cry, and for sure – you'll learn! It wouldn't be a Conclave event if more food and drink weren't supplied, so that's why the TalenTrak Happy Hour wraps up the day! But wait, there's more! For the first time at a TalenTrak there will be special off-site gatherings on both the Friday evening prior to TalenTrak, and Saturday evening after the event. Faculty for all these sessions, as well as a very special keynote, will be announced in the next 14 days. The price for all this learning? Just \$49 (\$39 if you're part of a group of 4 or more from the same station/cluster who register at the same time!). But hurry, these special tuitions expire on September 1st, just one month from now. For more details, check www.theconclave.com or call the Conclave office at 952-927-4487.

The \$3M harassment (alleging business interference) lawsuit brought by WKQX/Chicago syndicated morning-man **Mancow Muller** against his personal indecency adversary, **David Edward Smith**, who filed over (70) indecency complaints against him with the FCC has reportedly been dropped. Muller dropped the suit last week after the case was remanded from federal to state court some six weeks ago. According to Mancow, “In the end, my goal was to stir the national debate about how we're losing the First Amendment and how one kook can single handedly pervert the system for their



“Here With Me”
A MASSIVE A/C HIT! But now showing BIG RESEARCH at
key Top 40 & Hot AC Stations!

“Last year WNCS enjoyed massive success with “I Can Only Imagine” from **Mercy Me**...not only did it request huge but came through in my call-out. After the success, it was natural to add “Here With Me”. With all the same old sounding rhythmic and female pop records, “Here With Me” gives my station the balance it needs. After 250 spins, my gut feeling has been certified with Top 10 call-out. To be a successful mainstream Top 40, you need records like this that captivate your listeners. Another proven hit from **Mercy Me**.”
-John Reynolds, PD WNKS/Charlotte

CURB RECORDS

own creepy desires and decide what the community should be allowed to hear,” Muller said. “I feel I accomplished what I set out to do. For me to continue at this point would be a waste of my time and money. I want him [Smith] out of my life, and I want to move on.”

KTRS/St. Louis has apparently found a replacement for mid-day host **Paul Harris**, who last week crossed-town to join arch-rival KMOX...and the replacement is **McGraw Milhaven**, the very guy Harris is replacing on KMOX! Milhaven is expected to start at KTRS on (9/1), as does veteran host **Scott St. James**, another former KMOX staffer, most recently at KCBS/Los Angeles. Stay tuned as this battle heats up in September!

“**Here With Me**” from **Curb** recording artists **Mercy Me** are bulletted at #13 on the *R&RAC* chart this week! (Need we say more about this hit?)

Changes. WIBI/Springfield, IL has hired former KFOX/Lufkin, TX talent **David Brock** as Production Dir./morning driver...WMAK/Nashville morning-man **Coyote McCloud** welcomes internationally-syndicated Racing Country USA host **Cathy Martindale** as his new morning show partner...WAZY/LaFayette APD/MD/afternoon host **Hunter** is out over budgetary issues, as morning co-host **Stephanie Patterson** become APD/MD/Promotions Dir. and voice-tracks afternoons...**Michigan Talk Radio Network** has signed conservative talker **Joe Pagliarulo** for 2-4p weekdays...**Crystal McKenzie** has been tapped to join the KCHZ/Kansas City morning show...Minneapolis radio vet **David Christian** just secured the morning gig on **Clear Channel** smooth jazz KJZI/Minneapolis. He'll be doing it LIVE starting immediately under the moniker “**D.C.**” Just to prove that no good deed goes unpunished in the **Dan Seeman**-led CC camp, he'll continue his midday voice-tracking at sister oldies KOOL 108...Rocker WRKR/Kalamazoo, MI part-timer **Alexis** is upped to nights...KFBZ/Wichita PM driver/MD **Manny Cowzinski** and MD/midday host **Sunny Wyld** exit, with Cowzinski being replaced by **Eric Summers** who previously did mornings for WMXB/Richmond...**Todd Grimsted** has joined WPKR/Appleton as PD...

Before you even consider filing away **Fefe Dobson's** new track “**Don't Go (Girls and Boys)**”, take a look at some of significant spins stories developing, like; KRUF 31x, KHTS 29x and WHTS 21x! **IDJMG**

Congratulations to *FMQB* Executive Director **Paul Heine** who leaves the publication after 19 years to accept the Director of News, Music and Programming position at **Billboard's** *Airplay Monitor*.

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THE CONCLAVE NEEDS YOUR HELP!

Help the Conclave prepare for next year's gala 30th anniversary by sharing your favorite Conclave experience. Was it a keynote? A format breakout? Someone you met? Something that happened at an outside event, like a Twins game or music showcase? A special dinner, or drinks at your favorite watering hole? Whatever the memory, the Conclave wants to know about it as it prepares for next year's very special Conclave. Got more than one? Great...tell us about them all! The responses will be made available in a special booklet being prepared for Conclave 30. Immortalize yourself in Conclave lore by sending your response no later than 9/1/04. Email tomk@theconclave.com or fax (952-927-6427). Snail mail is fine -4517 Minnetonka Blvd, #104, Minneapolis, MN 55416) 1st.

Thank you - and see you at **Conclave XXX: HARD CORE RADIO** - next July!

Lifestyle Programming 101 - **XM** and **Starbucks** have inked a multiyear strategic marketing alliance that will add a "Starbucks Hear Music" channel to XM, featuring music from the coffee chain's According to reports this week, beginning September 7th, **Air America Radio's** centerpiece show the "Al Franken Show" is slated to be launched on TV as a one-hour show (11:30pm and 2:30am) on cable's **Sundance Channel**, continuing through the election with the possibility that it will continue beyond that. **Hear Music** subsidiary; the channel will debut this fall and will also be heard at all 4,000 Starbucks U.S. locations, with a healthy amount of XM promotion on-site... Surfing legend **Kelley Slater** is getting his own radio show on **Sirius' Faction**, a channel created for "action sports enthusiasts, called "Radio K-OS," airing one-hour each Saturday night (9p-10p ET) beginning (8/22). Meanwhile, as a result of better than expected performance last quarter (beating analyst estimates), XM just raised it's year-end subscription forecast from 2.8 million to 3.1 million!

"**She Makes the Make-Up Look Good**" and **Feel** makes radio feel good as their new single debuts this week at #45* on the indicator chart, with new adds at KISR, KLRS and KZBB! **Curb**

Congrats to longtime Toronto Blue Jays voice (since '77, calling some 4,306 consecutive games) **Tom Cheek** as he continues his remarkable comeback from a brain tumor with the announcement that he will be back in the booth starting this Monday, and not for the previously announced two-innings per game but for his usual five-inning stint! His surgery was just (7) weeks ago!

The TATTLER wishes a speedy recovery to WIBC/Indianapolis weekend talk host and former Indiana House Speaker **John R. Gregg**, who announced on Saturday's morning show that he has prostate cancer. Gregg said that the cancer had been caught early but did not indicate whether he will continue with his show.

Minneapolis-based **Keri Noble** is the real deal, and certainly no stranger to Minneapolis radio as KSTP 28x and KTCZ 31x lead the way on her debut single "Talk to Me". **Manhattan**

Changes too. KMXV/Kansas City MD **Holly Clark** has resigned after almost 6 years with the station, effective today (8/6), as night jock **Lucas** is upped to MD... **Journal**/Springfield, MO has upped reporter **Nancy Simpson** to Ass't. News Dir. for Country KTTS and Talker KSGF... **Kirsten Buys** joins the Michigan Radio Network, Illinois Radio Network and Michigan Farm Radio Network as Dir./Affiliate Relations... WCKG/Chicago adds a Sunday midnight sex advice show with Discovery Health co-host **Dr. Laura Berman**, effective (8/22)... WGRL/Indianapolis Dir./Programming **David Wood** has announced that WVFJ/Atlanta PD/morning host **Kurt**

Wallace will be first addition to the WGRL team, effective (8/16)... former WKNX/Saginaw became News WNEM Monday (8/2) under the ownership of **Meredith Broadcasting**, owners of **CBS** affiliate WNEM-TV. The stations will simulcast the TV morning show with **Lenise Ligon** and **Craig McMorris** to launch the new combined operation... **Sirius Dir./Pop Programming Kid Kelly** was upped to Sr. Dir./Pop Programming as was Dir./Rock Programming **Gregg Steele** upped to Sr. Dir./Rock Programming... WAOR/South Bend, IN PD/morning guy **Kevin Redding** has resigned and will head to Boston to be a part-timer at **Entercom Active Rocker WAAF**

Industry icon **John Sebastian** has been tapped to spin his magic at legendary Country outlet WSM/Nashville. Sebastian's radio career includes stops at KHJ/Los Angeles, KISW/Seattle, KDWB/Minneapolis, KZLA/Los Angeles, KTWV/LA and WCOZ/Boston. Sebastian transfers from **Cumulus** sister WLXX/ Lexington, KY and replaces **Lee Logan**. John, a longtime friend of *The TATTLER* from his KDWB days, tells us, "I'm very excited and appreciative of all the people in the company but particularly **John** and **Lew Dickey** who have given me unprecedented freedom to do my thing and truly believe in the principles I espouse." John is the absolute best at espousing! (Congrats!)

Bulleted at #20 on the *R&R* HAC chart this week, **LeAnn Rimes/Ronan Keating's** "Last Thing on My Mind" continues to impress programmers as it picks up more major market adds like; KBAY/San Francisco, WLTM/Atlanta and WYYY/Syracuse this week! **Curb**

The TATTLER sends it's condolences out to **Saga** Active Rocker WLZR/Milwaukee PD **Sean Elliot** and his family on the passing of his stepfather, **Dave Mott** this past Sunday (8/1).

More Changes. KADI/Springfield, MO morning show co-host **Leah Marler** has exited the station... **Emmis**/Indianapolis has promoted part-timer and former WLRW/Chapagne Marketing Director **Dan Pantos** to Promotions Dir. of WENS and WYXB, replacing **Melissa Hook**... WZSR/Crystal Lake, IL names former KLLI/Dallas talk-show host **Marianne McNeil** for MD/afternoons... WWCT/PEORIA, IL PD **Jamie Markley** exits to join cross-town News/Talk WMBD as PD/afternoon host and PD at sister Sports WWFS... WLRW/Champagne, IL MD/night host **Michael Mergens** takes on the new morning slot at Classic Rock sister station WXTT/Danville, IL... former WLLI/Joliet, IL morning man **Luke** jumps to weekends at WZZN/Chicago... WDAF/Kansas City has named **Jesse Garcia** APD/MD... WYCD/Detroit PD **Mac Daniels** has exited the station... **Trey Michaels** has assumed the PD role at WDZZ/Flint, MI... WCEN/Saginaw adds **Jim Biggins** for wake-ups... **Sirius** has upped VP/Business Affairs **Doug Kaplan** to Sr. VP/Business Affairs and Business Development, Entertainment and Sports...

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"I always love it and will always be there"-

Randy Hawke
WWJO/Madison

"The Conclave was Awesome"-
Alan Kabel
Jones Networks

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Ken Anthony
Radio Think Tank

Dayton Spring Book. WHKO-FM 11.1-9.7, WLQT-FM 9.1-7.8, WHIO-AM 6.6-7.2, WMMX-FM 8.0-7.1, WDHT-FM 6.8-6.5, WTUE-FM 5.3-5.9, WLW-AM 3.9-4.8, WRNB-FM 3.9-4.6, WXEG-FM 4.1-4.1, WDKF-FM 2.7-3.5, WGTZ-FM 3.7-3.4, WDSJ-FM+ 1.7-1.3, WPFB-FM 1.7-2.1, WZLF-FM 2.4-2.1, WDPT-FM 1.8-1.9, WFCJ-FM 1.8-1.8, WDAO-AM 1.5-1.4, WKSW-FM 1.2-1.2, WGRR-FM 0.9-1.1, WING-AM 1.1-1.1, WMOJ-FM 0.6-0.8, WBZI-AM 2.0-0.7, WONE-AM**-0.7, WKRC-AM 0.7-0.5, WTVN-AM **-0.4, [WIZE-AM**-0.1](#), [WKFI-AM**-0.1](#)

Drum roll please....and the **Natalie Grant** add of the week for "**I Am Not Alone**" goes to....KTDY! **Curb**

Availz. Former Top 40 WAZY/LaFayette APD/MD/afternoon host **Hunter** is on the hunt for a new gig. Reach him at (262) 893-1993, or premieredj2001@yahoo.com.

Jobs. **XM** is looking for a Dance PD for XM Hit Dance Channel 81 BPM. They are looking for someone with a minimum of (2) years experience, who is "Passionate...loves, lives and knows Dance Music, is self motivational, responsible, and is able to be creative and can take on a unique perspective." If this is you, or someone you know, send your best stuff ASAP to: XM Satellite Radio, Attn: Recruitment Job Code: PD Dance, 1500 Eckington Place, NE Washington, DC 20002, or email jobs@xmradio.com...**Entercom's** HAC KFBZ/Wichita, KS is searching for a talented MD/midday personality. Get your CD&R's to: KFBZ, Attn: **Barry McKay**, 2120 North Woodlawn #352, 67208, or email Barry at bmckay@entercom.com...Rocker WRKR/Kalamazoo, MI PD **Jay Deacon** is still looking to fill one of those increasingly rare "overnight shifts." Interested insomniacs should rush their stuff to: WRKR, Attn: **Deacon**, 4154 Jennings Dr., 49048...Freelance on-air voice talent and broadcast writers who reside in Canada are wanted for a ski radio program. Email resume, writing sample and/or mp3 to joyv@cmradio.com...**Artistic Media**, is looking for a Classic Rock on-air personality. Email your stuff to: jobs@artisticradio.com...KNCY/Nebraska City is looking for a morning guy. Send your package to: KNCY, 814 Central Ave, Nebraska City, NE, 68410 or email your package to: themorningthing2003@yahoo.com...**Cumulus**/Lexington, KY is searching for a PD. T&Rs and MP3s ASAP to: **Robert Lindsey**, 300 West Vine Street, 40507 or e-mail materials to: robert.lindsey@cumulus.com...**WPW Broadcasting** has posted openings for several Midwest stations. Email resumes to: **Vanessa Wetterling** at treater8@maplecity.com...The **AAA Entertainment**

Radio Group is currently accepting resume packages for future on-air openings for stations in Normal, IL. Please send your resume and CD to: **Adam Chandler**, WIHN Radio, 1606 Hunt Drive, Suite 1B, Normal, IL 61761 or chandler@967irock.com...**Lanser Broadcasting**/Grand Rapids, MI seeks a third person to join the morning show. Send your T&Rs to: Lanser Broadcasting, 425 Centerstone CT. Zeeland, MI 49464 or tommy@wj.com...Country Morning opportunity at WYBT. Send packages to: **Clint Marsh**, WBYT, 237 Edison Road, Mishawaka, IN 46545 or cmarsh@b100.com...**Lakefront Communications** has a full time position open in Radio Traffic. Send resume with cover letter to: **Michelle Golding**, 5407 W. McKinley Ave. Milwaukee, WI 53208 or mgolding@mkeradiogrp.com...**New Radio Group** has posted a job opening with Classic Rock/Bob & Tom WGLX. Email resumes to: mark@nrgbroadcast.com...**Mid-West Family Broadcasting** and Madison's Country Q106 are searching for a part-time weekend on-air announcer. Send resume to: **Mark Grantin** 2740 Ski Lane Madison, WI 53713 or mark.grantin@q106.com...**Midwest Communications** has an opening for a PD in Minnesota. Send package to: **Mark Fleischer**, 715 East Central Entrance, Duluth, MN 55811...**Wisconsin Public Radio** has posted an opening for unit manager. Contact: **Betsy Nelson**, 821 University Ave, Madison, WI 53706 or nelson@wpr.org...**Family Radio Inc.** has an opening for nights/MD. Send T&Rs to: **Jen O'Brien**, 201 State Street, LaCrosse, WI 54601...Morning talent needed in Wisconsin Dells. Contact: stevepete@character.net...WYTE/Plover, WI has an opening for the night show. Send samples/resume to: mark@nrbroadcast.com...**Results Broadcasting Rhinelander** is looking for on-air talent. Send your packages to: b93perry@newnorth.net...**New Radio Group** has an opening in Reedsburg, WI. Contact: **Tommy Lee**, PO Box 349, Reedsburg, WI 53959 or tlee@nrbroadcast.com...WIKY/Evansville, IN seeks a morning show. Send your best samples to: WIKY, Attn: **Mark Bakerm**, 1162 Mt.Auburn Rd. Evansville, IN 47720 or email at mbaker@sccradio.com...**Susquehanna** station in Indianapolis seeks Promotion Director. Contact: **Jennifer Skjodt** at Jskjodt@indyradio.com...101 The Fox in Kansas City seeks Morning Host. Send materials to: **Chris Hoffman**, 5800 Foxridge Dr. Suite 600, Mission, KS 66202...WAOR/South Bend, IN has a great PD/morning spot open! Get your best CD&R's to: WOAR, Attn: **Brad Williams**, 237 Edison Rd, Mishawaka, IN 46545 or email to dlange210@comcast.net and/or bwilliams@federatedmedia.com...all positions listed in *The TATTLE* are presented free of charge and represent equal opportunities. Please, no calls unless otherwise noted.