

THE
MAIN STREET
 Communicator Network
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 30
 30th Anniversary 1974 - 2004
 Tom Kay • Chris Mozena

Last week, it was announced suburban WCAL/Northfield, St. Olaf College's 82-year-old classical station will be sold for an estimated \$10.5 million to **Minnesota Public Radio**, which owns rival station KSJN (which had been **Emmis'** WLOL-FM, until **Jeff Smulyan** sold the then-T40 to the public radio giant in 1992 for about twice the price of WCAL). The \$10.5 million will be added to St. Olaf's current \$185 million endowment, allowing the college to invest more in academic programs. Minneapolis had been home to two classical frequencies for years, a bit of a rarity in most major markets. KSJN plays the more familiar "pop" classical, while WCAL tended to be more adventurous. Because MPR is making overtures at turning off WCAL's classical signal for another type of programming (said **Tom Kigin**, MPR executive vice president and general counsel: "It's fair to say that it would be unusual to have two classical music stations in one town"), dissent is being heard on the tundra. "They've been a great boost to the community," said local Pulitzer Prize-winning composer **Dominick Argento**. "The choice of what they played and the programs they've subsidized have been singularly brilliant. I can't think of anything on [KSJN that's] equal in the quantity." But that's not all. Yesterday, it was revealed (by the *Minneapolis Star-Tribune*) that one of the country's largest noncommercial religious broadcasters offered to buy WCAL for "a lot more money" than the \$10.5 million winning bid made by MPR. **Richard Jenkins**, president of California's **Educational Media Foundation** wouldn't disclose the offer, but took St. Olaf to task stating, "It's clear they didn't want to maximize their investment...They wanted MPR to operate the station." **Jan McDaniel**, vice president for college relations at St. Olaf, rebutted Jenkins' claim stating that MPR's bid is higher when certain "soft dollar" additions were calculated. What were those "soft dollar" considerations? \$1 million worth of promotional announcements as part of the deal. Of course, it's not entirely certain what \$1 million will buy on a non-commercial radio outlet ("That was Ludwig Van Beethoven...who, if he were alive today, would want to enroll at St. Olaf's College!") Another component of the "soft dollar" addition: MPR President **Bill Kling's** promise to "hire as many members of WCAL's 20-person staff as possible." Observers of sales

of commercial radio properties over the past half dozen years know how *THAT* promise generally works. One possible reason for St. Olaf to rebuff Educational Media Foundation is the fact that EMF operates the K-LOVE network of stations around the country, a format which includes contemporary Christian music, Bible readings and prayer. St. Olaf may have decided it was easier to put up with complaints about selling to secular MPR, than would selling the frequency to a fundamentalist religious entity. And KTIS/Minneapolis - the non commercial religious FM owned by **Northwestern Bible College** - is the one of the most powerful Christian signals on the air today. St. Olaf may not have wanted to unwittingly start a battle between Christian colleges (St. Olaf is connected with the Lutheran Church). No matter what, programming on WCAL would not change format until later this fall, allowing MPR to do some damage control...not just for angry WCAL listeners, but to donors of MPR who figure if the public radio behemoth has enough cash to cough up \$10.5 million, it certainly doesn't need their \$100 pledge!

Spinning "**Wrong**" has never felt so right for radio, as the second single from **Curb** recording artist **Kimberley Locke** continues to ascend the *R&R* CHR chart this week, going *38-36, with WRVW being the latest calls to join the pack that includes regional spin-leaders; WXSS 35x, WIOG 31x, KKDM 27x and WZEE25x. (Meanwhile, her first single "**8th World Wonder**" goes Top 10 at AC!)

"Vagabond America" Dept: Minneapolis' liberal talk programming - "**Straight Talk Radio**" - is moving again. Come October 1, STR will be heard on **Infinity's** (JR Broadcasting LLC) Business-Sports KSNB/Minneapolis. **Air America's Al Franken** and **Jones' Ed Schultz** along with Minneapolis' **Wendy Wilde Show** is now heard on **Starboard's** KSMM/Shakopee and **Borgen's** WMIN/Hudson, WI. Infinity - owners of powerhouse WCCO-AM, mainstream AC WLTE, and 80's WPXT will retain some of KSNB's present sports programming along with the liberal talkers until contracts with the Twins and University of Minnesota sports expires.

European Supergroup **Busted** makes it's US radio debut this week with the all-too-obvious "**What I Go To School For**" on **Universal**. You may not know, but millions of fans worldwide worship at the altar of what some critics call "a relevant Green Day!" Listen to your next hit, then pop it on the air ASAP. You'll be playing your city's newest Back-To-School anthem!

She's BAACK! Former **Arista Records** Dir. Of Promotion **Denise Lutz** has checked out of Chicago, and has moved (back) to Minneapolis. But don't expect her to be returning to the record business any time soon; she begins schooling next week in her quest to become a physical therapist, hopeful to specialize in treating children. She was a bit unspecific about reasons for the career switch, mumbling something about a "higher calling." Welcome home, Dee!

NEW
 WRVW
 Disney
 Radio

R&R
 CHR
 Pop
 36

CURB RECORDS



KIMBERLEY LOCKE "WRONG"

BUSTED

What I Go To School For

ADDING NOW!



CURB RECORDS

R&R
 Indicator
 Chart
 38

She Makes
 The Makeup
 Look Good



CURB RECORDS



Congratulations to the Midwest 2004 Marconi nominees, including; *Legendary Station of the Year* - KPRS/Kansas City, MO and KSTP/Minneapolis, MN. *Network/Syndicated Personality of the Year* - **Bob & Sheri** and **Lex & Terry**. *Large Market Station of the Year* - KSTP/Minneapolis, MN and KYGO/Denver, CO. *Medium Market Station of the Year* - WFBQ/Indianapolis, IN, WSNY/Columbus, OH and WTMJ/Milwaukee, WI. *Small Market Station of the Year* - KAIR/Atchison, KS, WLEN/Adrian, MI and WTUZ/Uhrichsville, OH. *Major Market Personality of the Year* - **Eric Ferguson & Kathy Hart** of WTMX/Chicago and **Drew Lane & Mike Clark** of WRIF/Detroit, MI. *Large Market Personality of the Year* - **Kelly & Jonathan** with **Mudflap** at KYGO/Denver, CO, **Dave Ryan** of KDWB/Minneapolis, MN and **Joe Soucheray** of KSTP/Minneapolis, MN. *Medium Market Personality of the Year* - **Jonathan Green** of WTMJ/Milwaukee, WI and **Dino Tripodis & Stacy McKay** of WSNY/Columbus, OH. *Small Market Personality of the Year* - **Terry Cavanaugh** of WGIL/Galesburg, IL, **John Mons** of KDUZ/Hutchinson, MN and **Rick Sinclair** of KKLR/Poplar Bluff, MO.

With over 250K units scanned to date, an *R&R HAC* chart move from *37-33 (with help from stations like WKTJ 31x) this week, Top 10 research in all demos on **Rate the Music** and significant spins from regional AC stations like; WFMK 28x, WHBC 28x, KSRC 24x and WLHT 20x **Mercy Me's** new single "**Here with Me**" has demonstrated the legs required to go the distance for any station in virtually any format! **Curb**

Minneapolis-based consultant **Steve Perun** is back in LA as KIIS' consultant; he had programmed the T40 a decade or so ago. Steve also consults sister **Clear Channel** Top 40 KHKS (KISS 106.1)/Dallas.

Caught up with **Low Millions**, yet? "**Eleanor**" is sounding like a hit at both Triple A and Hot AC, with a literal who's who of stations coming on board: KZPL, WCLZ, WRNR, WXRV, WRLT, KBXR, WMMM, WZEW, WXPB, WDET, WTMD. **Low Millions** trivia: member **Adam Cohen** is the son of legendary folk artist, **Leonard Cohen!** **Blue Note/Manhattan**.

Now heading to North Carolina from Oregon - **Brian Burns**. He's en route to become Dir./Rock Programming at **Nextmedia**/North Carolina. Brian will oversee Alternative WSFM (SURF 107.5) and Classic Rock WRQR (104.5)/Wilmington, NC, as well as Active Rocker WXQR/Jacksonville, NC. Congrats!

Superstar alert. **Curb's Tim McGraw** will travel to Green Bay, Wisconsin for two concert performances on September 30 and October 1 that will be incorporated into his second NBC special! His "**Live Like You Were Dying**" is headed for AC as we speak!

More Midwest Marconi nods - *AC Station of the Year* - WSNY/Columbus, OH. *Adult Standards Station of the Year* - KOGA/Ogallala, NE. *CHR Station of the Year* - KQKS-FM Denver, CO, WHHH/Indianapolis, IN and WMOM/Pentwater, MI. *Classical Station of the Year* - KFUD/St. Louis, MO and WFMR/Milwaukee, WI. *Country Station of the Year* - KBMW/Wahpeton, ND, KMFY/Rochester, MN, KYGO/Denver, CO and WFMS/Indianapolis, IN. *NAC/Jazz Station of the Year* - WNUA/Chicago, IL and WNWV/Cleveland, OH. *News/Talk/Sports Station of the Year* - KOA/Denver, CO, WGN/Chicago, IL, WIBC/Indianapolis, IN and WJBC/Bloomington, IL. *Oldies Station of the Year* - KQQL/Minneapolis, MN, WGLD/Indianapolis, IN and WMJI/Cleveland, OH. *Religious Station of the Year* - WVEL/Peoria, IL. *Rock Station of the Year* - WEBN/Cincinnati, OH and WRIF/Detroit, MI. *Urban Station of the Year* - KPRS/Kansas City, MO, WDHT/Dayton, OH and WTLC/Indianapolis, IN. The winners in each category will be announced on October 7 at the **NAB Marconi Radio Awards Dinner & Show** at the Manchester Grand Hyatt Hotel in San Diego.

Echoes of **Manhattan** recording artist **Richard Marx** never left the ears of radio listeners who have grown to become the core for Hot AC. It should come as no surprise, therefore, that astute programmers are quickly coming to understand why "When You're Gone" is a must-program at the format. KSRZ 28x, WKTJ 23x, WKSZ 28x, KFBZ 22x, KAMX 15x, KYKY 13x and KSTP A-20x!

The TalenTrak Keynote presentation, served up with lunch on Saturday September 18 in Cleveland, will feature Cleveland Indians radio PBP ace, **Tom Hamilton** and the NHL Columbus Blue Jackets color commentator, **George Matthews!** For those who don't know, TalenTrak is the Conclave-sponsored one day air talent improvement seminar which begins that special September Saturday with "*It's All In the Package*," an in-depth look at resumes and resume building that will be conducted by **Doug "Doc" Podell**, OM for WRIF FM/Detroit and **Jimmy Steele**, PD for WNCI FM/ Columbus. **Mike McVay**, President of McVay Media/ Cleveland will headline "*It's All In The Presentation*," where he will be joined by **Dave & Geri** from WLHT FM/Grand Rapids and **Barb Richards**, PD for WAJI FM/ Ft. Wayne along with legendary air talents, **Raechel Donahue**, now with the syndicated **Moonlight Groove Highway** and **Bill Gable** from CKLW/ Windsor-Detroit, WOCL & WMMO/Orlando and CHFI/Toronto fame. They will dissect on-air expectations and performance in each of the major radio dayparts. "*It's All In the Politics*," a session that will teach attendees how to use the in-station and corporate game for personal and professional gain, will be led by Jacobs Media's **Paul Jacobs** and will feature **Diana Coon**, Market Manager for **Clear Channel** - Mansfield, Ashland, Mt. Vernon/ Ohio, **Sue Wilson**, PD for WFHM FM/ Cleveland and **Slats**, afternoon host for WXTM FM/ Cleveland. The Site? Holiday Inn Select/ City Centre Lakeside in Cleveland, Ohio. Call the hotel at 216-241-5100 to reserve your room. Visit www.theconclave.com for details.

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According to reports from this week's *Kansas City Star*, **Entercom Sports KCSP/Kansas City** midday host (and former Chiefs center) **Tim Grunhard** has been charged with perjury - a felony - for trying to get out of jury duty by allegedly saying under oath last fall that he was no longer a Johnson County, KS resident. Grunhard, who prosecutors contend does indeed live in the county (in Mission Hills), faces a penalty of anything from probation to 11-34 months in prison if convicted. After spending much of Monday (8/16) in jail before posting the requisite \$1,500 bond, his day in court was scheduled for next Wednesday (8/25). Grunhard retired from football after the 2000 season and immediately became a radio host at WHB, later joining the upstart sports outlet KCSP. His on-air partner **Holden Kushner** is apparently now exiting the station as **Doug Franz** is moved into Kushner's slot, with overnights **Damon Amendolara** taking Franz's old early morning show and **Kevin Rogers** assuming overnights. (Stay tuned for more developments.)

Seeing as how Ohio is the battleground state that it is this year, Top 40 WNCI/Columbus Morning Zoo morning team **Dave Kaelin** and **Jimmy Jam** have each sided with a presidential candidate (Kerry/Bush, respectively) and initiated a bet to determine who can line-up the "biggest name" to call in and speak on behalf of their respective side over the next two weeks. (With the loser required to vote for the other's candidate.) Tuesday (8/17) **Ben Affleck** called in for a half-hour to represent the Democrats side, meanwhile Jimmy's time is running out! (However, in the past Jimmy has brought both **Bush** and **Clinton** to the table, so don't count him out yet!)

TalenTrak Aircheck Clinic Filling Fast. The popular *Aircheck Clinic* at the September 18th event will be available to the first 60 registrants, and will feature some of the finest programmers in America as "clinicians": **Doug "Doc" Podell**, **Jimmy Steele**, **Barb Richards** and Sue Wilson along with **Kim Monroe**, PD for WXTM FM/Cleveland, **Bernie Kimble**, PD for WNWV FM/Cleveland, **TK O'Grady**, PD for WONE FM/Akron, **Allan Fee**, PD for WQAL FM/Cleveland, **Bill Klapproth**, PD for WLUP FM/Chicago, **Tim Kelly**, Market Manager for **Elyria-Lorain Broadcasting**/Cleveland, **Daniel Anstandig**, VP for **McVay Media**/Cleveland, **Dave Popovich**, PD for WMJI/Cleveland, and more to be announced. Tuition? Just \$49 until September 1st. Group rates are available. Visit www.theconclave.com for details.

This morning (8/20) **Clear Channel's** Top 40 WKQI/Detroit wake-up man **Mojo in the Morning** hosted the final event of the "White Trash Olympics" - the Belly Flop contest, whereby contestants get one opportunity to make a splash, impress the judges and win Kid Rock concert tickets. After the ceremonial "lighting of the grill" earlier this week, the WTO commenced with Midwest-flavored competitions such as "Catch A Chicken," "Pig Feet Bobbing," "Hubcap Hurling," "Armpit Serenade," and "Seed Spitting." (What? No cow-tipping?)

Clear Channel has sold its Aberdeen, SD cluster (including; Sports KSDN, Talker KCAA, AC KBFO, Classic Rocker KSDN and Oldies KQAA) to **Aberdeen Radio Ranch (ARR)**, owned by **Todd & Rob Ingstad**, the sons of longtime radio operator **Bob Ingstad**. As a result of ARR already owning Country simulcast KGIM/KQKD and Hot AC KNBZ, shortly after the announced sale, ARR spun off Oldies KQAA to **Educational Media Foundation** and Talker KCAA and Country KQKD to **Family Stations**. The sales, which could be finalized as early as next week, keep the Ingstads safely within FCC ownership limits in the market.

TalenTrak to conclude with FUN! At the conclusion Saturday September 18th, TalenTrak presents "*Great War Stories of Radio*", an intimate glance at the trials and tribulations of some of the industry's most successful air talents, presented in story form! Then, the faculty and students adjourn for the ever-popular Happy Hour, followed by a TalenTrak first: a visit to the legendary Jacobs Field to watch the Cleveland Indians take on the Texas Rangers! (A limited number of game tickets will be made available to all registrants). Plan to work hard, then play hard at TalenTrak 2004! Visit www.theconclave.com for details.

Kudos to the staff at KMCH/Manchester, IA which has begun a drive to collect music CD's and DVD movies from listeners to send to the troops overseas. Within the first week one large box has already been filled, with a second box getting a good start. This Thursday (8/26) the music, movies and other goodies will be packed and shipped to US soldiers in Iraq.

Changes. KICT/Wichita PD **D.C. Carter** will be leaving his position effective today (8/20) as he and his wife **Julie** are moving to Salt Lake City for Julie to take a sales position with **Bonneville**, no replacement has been announced as of yet...WFBE/Flint, MI Promotion Dir. **Cindy Austin** has announced she will be leaving to take on morning show co-host duties at WPCK/Green Bay, WI effective Wednesday (9/1), joining **Dave Wooten** who has been with WPCK since March of this year...**Clear Channel/Duluth, MN GM Mary Befera** exited her post last Friday (8/13)...KZKX/Lincoln, NE Promo Dir./afternoon driver **Ritch Cassidy** has announced he will be leaving his post after 7 years with the station for afternoon duties on Country KHUS/Omaha...

Availz. 20-year radio vet and current KICT/Wichita PD - until the end of the today (8/20) - **DC Carter** is relocating to Salt Lake City with his wife and will be looking for his next opportunity ASAP! Do not hesitate to reach out for this multi-formatic pro at (316) 708-0659 or email him directly at theradiodude@hotmail.com!

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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!

Jobs. GM opportunity in Duluth, MN! KBMX, KKCB, KLDJ and WEBC radio are currently operated by **Clear Channel** under a brokerage agreement. Six to eight years related experience desired with at least two in management, extensive knowledge of FCC rules, thorough knowledge of all aspects of radio and broadcasting industry, and ability to handle stress and financial pressures. E-mail or mail resume, cover letter and salary requirements to: Regional Vice President, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 or E-mail: Employment@ClearChannel.com...Promotion Coordinator and also part-time air-talent openings available at WFBE/Flint, MI. If you're the right person, rush your package to: WFBE, Attn: **Coyote Collins**, 4511 Miller Road, 48507...Country WNCY/Appleton-Oshkosh, WI needs an AP/MD/evening talent! Send T&R's to: WNCY, Attn: **Randy Shannon**, 115 S. Jefferson St., Green Bay, WI 54305 or shotgun@wnyc.com...Country morning-drive host needed! Please send your air-check, resume, references and the reason why you should be the next leader of the pack at the New 98-5 The Wolf right now to: **New Northwest Broadcasters**, Attn: **Tom Oakes**, 222 North 32nd Street, 10th Floor, Billings, MT 59101 or email toakes@newnw.com...**Two Rivers Broadcasting** are searching for radio talent, whether it's sales or on-air. Mail your materials to: KOVC Radio, Attn: **Ryan Cunningham**, 136 Central Avenue North, Valley City, ND 58072...**Cumulus'** Urban AC KMJK/Kansas City seeks person with solid news gathering, writing, and reporting skills. Send materials to: KMJK, Attn: **Jerold Jackson**, 4240 Blue Ridge Boulevard #820, Kansas City, MO 64133 or email to Jerold.Jackson@cumulus.com...**Cumulus'** AC KDAT/Cedar Rapids, IA is looking for an afternoon host. If you're hard working, can relate to women 25-49 and enjoy getting out in the community, we'd like to talk with you. Please email T&Rs to: KDAT, Attn: **Dick Stadlen**, 425 2nd Street SE, 4th Floor, Cedar Rapids, IA 52401 or email dick.stadlen@cumulus.com...Southeast Missouri Country B98 seeks a PD with strong leadership skills. Air work will be required. 2 years full-time on-air experience also required. Previous programming experience not necessary, but certainly a plus. Send T&Rs to:

Withers Broadcasting, Attn: **Jeremie Hughes**, 901 S. Kingshighway, Cape Girardeau, MO 63703...**Liggett Communications'** Michigan HAC station is looking to add to their full-time staff. Possible AM drive co-host if you have the tools. T&Rs to: WBTI, Attn: **Jerry Noble**, 808 Huron Ave, Port Huron, MI 48060...1460 The Fan, the flagship home of the NHL's Columbus Blue Jackets and Ohio State Buckeyes, is searching for its next APD. Qualified candidates should send a cover letter, tape and references to: **RadioOhio**, Attn: Human Resources Job #100EK, 770 Twin Rivers Dr, Columbus, OH 43215...**Journal's** Active Rocker KICT/Wichita, KS is looking for an aggressive and creative Program Director to lead. This is an excellent opportunity and they are looking for the very best talent available. An air-shift will be required. Send a resume and demo to: KICT, Attn: **Rob Burton**, 4200 N. Old Lawrence Rd., Wichita, KS 67219...Midwest Active Rocker has an immediate opening for Afternoon Drive and possibly promotions. On-air experience, production skills, public appearances, and overall flexibility are required. Email CD and resume to: blakes@familyradioinc.com or snail-mail to: **Family Radio Inc.**, Attn: WRQT PD, 201 State Street, La Crosse, WI 54601...HAC KFBZ/Wichita, KS is looking for a talented mid-day personality and MD. Please send your package to: KFBZ, Attn: **Barry Mckay**, 2120 North Woodlawn #352, 67208 or email Mp3s to: bmckay@entercom.com...Big Rapids #1 Hit Music Station has an immediate job opening for a highly motivated and detail-oriented individual to Host the Morning Show as well as lead our Production Department. Send Resume and Demo to: WYBR, Attn: **Tom Davis**, 18720 16 Mile Rd., Big Rapids, MI 49307...Morning co-host needed for Christian CHR non-comm station WAYK/Kalamazoo, MI. WAYK is owned by Cornerstone University and offers a livable salary, excellent benefits at a stable company with a 30-year tradition of excellent broadcasting. Send air-check and resume to: **Rich Anderson**, 161 E. Michigan Ave, #600, 49007...Rocker KDVV/Topeka, KS is looking for part-time jocks. If you like to rock, send your best work today! KDVV, Attn: **Jeff Peterson**, 5315 SW 7th, 66606 or email jeff@v100rocks.com...**Susquehanna**/Indianapolis, IN is looking for the right morning co-host for their Contemporary Christian station. Email your resume and MP3 to dwood@indyradio.com. Or mail your demo and resume to: The Song, Attn: **David Wood**, 6810 N. Shadeland Ave, 46220...AAA KSQY/Rapid City, SD is looking for their next production professional. Rush your resume, air-check and production samples to: **Haugo Broadcasting** - KSQY, Attn: **Chad Carlson**, 306 1/2 E. St. Joseph St., 57701 or email at chad@951ksky.com...**Bonneville**/St. Louis' WIL is looking for an experienced part-time on-air talent/board operator/production assistant. Please send full presentation package to: Bonneville/St. Louis, Attn: **Amanda Koepp**, 11647 Olive Blvd. St. Louis, MO 63141...all positions listed in *The TATTLE* are presented free of charge and represent equal opportunities. (Please, no phone call unless otherwise specified.)