

THE MAIN STREET Communicator Network TATTLE R 30 1974 - 2004

"All the news that fits, we gits!"

The Arbitron Radio Advisory Council meetings concluded earlier this week in Chicago. Elected Chairman of the Council was Nick Anthony (Rubber City Radio/Dayton VP/Ops.). Bill Kelly (Clear Channel/Youngstown Market Mgr.) was elected Vice-Chairman, and current Chairman Steve Goldstein (VP/Programming for Saga) moves to Past Chair. Some items on their agenda included expanding morning drive to 5A-10A, using rolling averages for small markets, enticing more 18-24 males to participate (with a gift card from major retailers), changing the look of the PPM device to a more "I-Pod" like appearance, and altering the structure of the council from formats to seats served by market size with permanent positions for top 5 companies. Conclave Advisory Board member Goldstein said of the Council, "We're on a fast-tracking move to expand Morning Drive from 6-10A to 5-10A, which is reflection of today's lifestyle. People are waking up earlier. Radio is selling 5-6A. The result is a 25% increase in inventory; AQH would drop 13% overall." Goldstein's Saga supports of the change, as Clear Channel is rumored to do. Inside the Midwest, an effort to smooth out big bounces in ratings in smaller markets (through the use of rolling averages) should be met with market approval. Says Steve "Each report would be split up over a one-year period with trailing data for 12 months. Qualitative testing is currently being conducted in eight markets." The TATTLE R speculates the proposed move could help dozens of Midwest markets eliminate those semi-annual share dips and bumps of epic proportion. After all, according to most folks on either coast, the only thing that regularly changes in our region is the spotlight on Main Street!

Got Blenders? If you're in the Midwest, and you'll be playing (are playing?) holiday music, you've been serviced the Blenders new HOLIDAY BEST CD, featuring their new single "When It Snows"! The album is in your market now - at your Target, Wal-Mart, Circuit City, etc...and inside an extra special display section of your nearby Best Buy store! Need a copy? Email Tom Kay at tomk@main-st.net immediately!

TREMOLO waiting room Hit Predictor 9/2004: TOP TEN POTENTIAL! KQKY! KAYL!

Indianapolis Gov. Joe Kernan apparently wasn't kidding about the strict ethics policies he put into place last July 1st, and state worker Nicole "Nikki" Edgar found that out the hard way. The Indianapolis Star reported that while working on a million-dollar advertising budget, Edgar green-lighted a Mexican Beach vacation for herself and an account manager from Country WRMS/Indianapolis. She also accepted Colts tickets, which is of questionable judgment under any circumstances, but was particularly so in light of Kernan's tough stand against acceptance of any kind of gift by state employees from companies doing business with the state of Indiana.

Did you catch the 38th Annual CMA Awards earlier this week? The show opened with superstar Tim McGraw and his performance of "How Bad Do You Want It"! A bit later, Tim waltzed up the stairs to pick up his CMA Award for best Single Of The Year for "Live Like You Were Dying"! This event, of course, was happening concurrently with T40 behemoth WNCI adding Tim's award winning hit. If you've had ANY spins on "Live..." in your market, your pop audience WILL know the song AND they will react. Curb

Clear Channel's WISN-AM/Milwaukee won't be looking for someone to fill talk host Mark Belling's shoes permanently after all. Despite calls from Hispanic Community for Belling to be terminated, the Milwaukee Journal-Sentinel reports that Hispanic Chamber of Commerce President and CEO Maria Monreal-Cameron was told by stations officials although Belling has been suspended for his October 27th "wetback" comment, he will return to airwaves in the near future. In related news, Belling's weekly TV show was pulled off the air by CBS affiliate WDJT-TV (CBS 58)/Milwaukee while his newspaper column went to press as usual on Wednesday.

Richard Marx' "Ready To Fly" logs yet another most-added week at AC AND Hot AC, debuting on the Hot chart at 34! The latest batch of believers include KSTZ...where Marx' previous single "When I'm Gone" is STILL a top 10 tester! Manhattan/EMI.

Infinity Talk KMOX-AM/St. Louis evening guy John Carney was sentenced to a year of probation and treatment after pleading guilty to DUI and leaving the scene of an accident on Monday (11/8). The charges related to Carney's alleged rear-ending and side-swiping of another vehicle some time on September 26. Attorney for the talk host assured the court that his client had already begun treatment and planned to continue it.

TIM MCGRAW Live Like You Were Dying WNCI! CURB RECORDS

M
A
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N

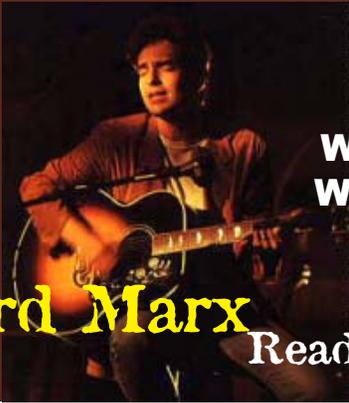
**R&R
Hot AC**

34

Richard Marx

**WKTI 16x!
WKSZ 14x!**

Ready To Fly



Funding from a local welfare reform agency has stirred up controversy for Milwaukee's WNOV-AM talker **Mike McGee**. Former city Alderman McGee has accepted monies totaling \$275,000.00 from the **Opportunities Industrialization Center (OIC) of Greater Milwaukee** since 1997, which would be wonderful except for the fact that said sponsorship money was actually welfare reform money from Wisconsin Works (W-2), a state program that is barred from sponsoring radio shows. **The Milwaukee Journal-Sentinel** has reported that McGee's show is in danger of being yanked off the air if he refuses to find an alternate source of funding. McGee's defense? "anybody who knows that program knows on that day we didn't talk about nothing but W-2".

We're now up to FOUR formats spinning **Tremolo** and "**Waiting Room**"! Triple A (KROK), Hot AC (KAYL) and T40 (KQKY) were joined this week by Mainstream Rock – KARZ! Looks like some folks are paying attention to **Guy Zapoleon's Hit Predictor**, where the song was forecast to be a top 10 number in the aforementioned formats! Next???

Someone tell **Michael Moore**! Scandal is brewing in Flint, MI once again! After nearly a year off the air, controversial weekday morning host **Dave Barber** is already making waves at WWCK-AM/Flint, MI. The sharp-tongued talker who left MTRN last fall has

...And now you know, the rest of the story.



National Radio Hall of Fame and Museum president Bruce DuMont (front, left) joined Angel and Paul Harvey (front) to induct five legendary broadcasters - - (back row, L-R) Dick Purtan, Bob Edwards and Larry Lujack, along with (not pictured) Lowry Mays and the late Walter Winchell - - during a gala celebration last weekend in Chicago.

BOBAFLEX



Better Than Me **ADDED KRRO!**

resurfaced in the thick of a political stand-off between Mayor **Don Williamson** and City Council President **Johnnie Coleman**. After the Mayor challenged **Coleman** to submit to a polygraph test in order to prove he has never taken bribes, the Council Pres. quickly returned the challenge, hoping to prove that Williamson was guilty of previously denied accusations of smoking inside city hall. It was then that Barber threw himself into the ring, offering to pay for the tests. Coleman then upped the ante further when he made a statement saying that if he passed the polygraph test, he would ask Williamson step down and Barber to leave Flint Radio for good.

Low Millions' "Eleanor" add of the week: KTCZ! And Mr. Cohen's band has 21x coming from Drive 105/Minneapolis. Saaaaaay...you don't think this could be some kind of hit in the Twin Cities, do ya?? Big Hot AC spins brewing in Omaha and Indianapolis, too!
Manhattan/EMI

The collection portion of WEXT/Milwaukee's **Operation Phone Home** came to a close yesterday. The station, along with **PD Jim Shea**, has been taking phone card donations for the approximately 680 Milwaukee area troops stationed in Shelby, MS since September 11th. Shea will travel to Shelby to deliver the first round of cards soon. The **Fox Company Attachment** of the **24th Battalion, 4th Marine Division** based in Milwaukee will also benefit from funds raised by this project when the **American Legion** purchases two permanent satellite phones which Shea will deliver to troops overseas sometime in December.

Last week, **Michael Cross** yelled "Phones!" when asked about **Bobaflex' "Better Than Me"** at KFMW! This week, KRRO's **Cade** screams "ADD!" Who'll be yelling next week????

Top 40 KMXV and AC KSRC of the **Infinity** Kansas City cluster will be enjoying the concentrated attention of Marketing Director **Jeff Davis** as he transitions out of the additional role of Promotions Director for Country KFKF. Davis will also be in charge of all events encompassing the entire cluster of stations.

Why Nonna? Why Not??? **Wynonna** and the dance mix of "**I Want To Know What Love Is**" = WKTU 24x! **Curb**

Hosts **Billy & Marco** of Emmis Top 40 WNOU (Radio NOW 93.1)/ Indianapolis' morning show were elevated to TV celebrity for a few fleeting moments during the **Colts'** Monday Night Football victory over the Vikings when tight-end **Marcus Pollard** made a "**B.A.M. Salute**" following a touchdown. This signal apparently stands for "Billy and Marco", and is executed by spelling out "B.A.M" with one's finger. Take that, Vikings fans!



Love is in the air at WNND/Chicago as the **Bonneville** AC trades in both its' format and call letters. The station will now be known as amorously-themed AC WILV (The New Love 100.3 LOVE FM). Programming executives **Greg Solk** and **Barry James** are responsible for mixing a smooth cocktail of standard AC tunes spiked with R&B Oldies ballads, everything from Stevie Wonder to Earth, Wind & Fire! **Drew Horowitz**, Senior VP and Chicago Cluster Chief, will step into the role of GM, while **David J.** stays on as PD. No word yet available as to who will be the on-air talent.

Thoughts go out to the loved ones of **Gary Wergin**, "Big Show" host and Farm Director for Talk WHO-AM/Des Moines. Wergin passed away last **Thursday** (11/4) due to complications related to colon cancer. He was 48.

Sympathy is extended to **Sparky**, middayer for **Clear Channel's** Active Rock KIBZ (The Blaze)/Lincoln. The host lost his lovely home, two dogs and enviable Motley Crue collection in the blaze.

Don Pollnow, former **Cumulus** Market Manager, has been named **Clear Channel/Little Rock's** Market Manager where he'll be in charge of a cluster of five stations: Country KSSN, Classic Rock KMJX (MAGIC 105), AC KMSX (MIX 94.9), Classic Country KHKN, and Rock KDJE (100.3 THE EDGE).

The deck is being shuffled over at **Citadel/Grand Rapids**. Former Alternative WGRD morning host **Michael Grey** moves on over to the dual roles of APD and afternoon drive guy at Active Rock WKLQ, while over at Classic Rock WLAV host **L.T.** slides to WKLQ for night duty under the name of "Nozmo King". This leaves WLAV's night spot (and PD duties) open for **Tom Wilson**, formerly PD at Oldies WODJ. Not to be outdone, Country WTNR gets into the spirit of the moves by grabbing WKLY afternoon guy **Splatz** for nights/imaging director.

Doug Diefenbach, former APD/morning show producer at **Midwest** Rocker KRBR Duluth, is moving **Cumulus** Rocker WJLW (106.7 The Eagle)/Green Bay where he will handle middays deep in the heart of Packer country.

Infinity News KFVB-AM/Los Angeles gains a new Promotions Coordinator in the shape of **Victor Borachuck**, taking a step up in responsibility from his former role as Promotions Assistant at Alternative WKQX(Q101)/Chicago.

David Hagen has left his **Chicago Morning Zone** news slot at **ABC/Disney** Active Rocker WZZN (ZONE@94.7)



Conclave Scholarship Info Now Available at Area High Schools. Arriving at career counseling offices across the Midwest next week will be information and application for Conclave's 2005 scholarship programs. Three radio and television broadcast scholarships are awarded annually to three nationally recognized educational institutions. The scholarships are offered to attend **Brown College** of Minneapolis, MN or to **The Specs Howard School of Broadcasting Arts** of Southfield, MI. One Music Business scholarship will be awarded to **Musictech College** of St. Paul, MN. In all, Conclave scholarships represent a value of over \$65,000... and that's not counting the Conclave's Continuing Education Scholarship, worth another \$1,500! Entry forms and more information is available now at the Conclave website at www.theconclave.com. The scholarship deadline is April 1, 2005. Winners will be announced shortly thereafter, while the Continuing Education Scholarship winner will be announced during the summer conference. The Conclave will soon have radio PSA's announcing the scholarship availability's via download at www.theconclave.com for stations wanting to help students in their community. Check the website for more info!

Former APD/MD a **Greater Media** Classic Rock WXSX/Detroit **Laura Lee** has been named PD at **Entercom** 80's WBZU (105.1 The Buzz)/Madison.

Making the jump from radio to the small screen, Top 40/Rhythmic KQCH(94.1)/Omaha morning gal **Tracee Tuesday** will be spending her Thursday nights as the Entertainment Correspondent for **Fox** 42 News at 9's Fox Spots.

EMI Music Collective Sr. VP/Promotion **Kevin Carroll's** father, **John**, died last weekend at the age of 85 following a lengthy illness. It's been a tough year for Kevin and his wife, **Liz**; Liz' mom passed away last spring. Our thoughts and prayers are with the Carroll's on their losses.

Congrats to **Jefferson-Pilot/San Diego** Dir./Programming and Operations **John Dimick**, newly named PD at **Emmis** Top 40/Rhythmic WQHT (HOT 97)/New York! The move marks a return to T40 for Dimick, who captained WNCI for several years before moving to San Diego!

Big changes at Cumulus this week, as 12-year radio vet **Woody Houston** exits the PD/Midday post at **Cumulus** Top 40 WKFR/Kalamazoo and **Cumulus** Top 40 KCHZ (Z95.7)/Kansas City PD/morning man **Dave Johnson** gives up the programming chair to focus on his morning show.

XXX HARD CORE 3 0 RADIO

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2004 Earlybird rate \$199 until 1/1/2005!
Details at www.theconclave.com!

Changes. KCHZ/KC PM driver **Cabana Boy** segues to nights following the arrival of sister Top 40 WYOK (Hot 104.1)/Mobile APD/MD/afternoon **Scott Adams**...KFKF/KC's afternoon driver **Dan Holiday** becomes the station's new Mktg. Dir...**Sue Tyler** leaves MD/midday positions at Top 40/Mainstream WZKL/Canton, OH.... November 17th will be the last day for Classical WFMT/Chicago PD **Dennis Moore**...Top 40 WZEE (Z-104)/Madison's **Connie and Fish Radio Network** has a new Executive Producer: overnight/swing air talent **Jesse Price**.

Jobs. Cumulus Top 40 WKFR/Kalamazoo is seeking a PD/air talent. Wanna great gig? Get OM Mike McKelly your stuff immediately, by emailing him at mike.mckelly@cumulus.com...**Cumulus** Top 40 KCHZ (Z95.7)/Kansas City needs a PD pronto! Get CD&R to Cumulus Exec. Format Director **Jan Jeffries**, 3535 Piedmont Road, Building 14, Suite 1400, Atlanta, GA 30305...Country KFKF/KC needs a great Promotion Director. Send T&Rs to PD **Dale Carter**, 4717 Grand Ave., Suite 600, Kansas City, MO 64112...**Clear Channel** is looking to fill multiple Account Management positions at KOOL 101, B-105 or The FAN in Duluth/Superior, Minnesota. Qualified candidates are invited to email resumes to: **Ron Stone** at: ronstone@clearchannel.com, We will respond to all applicants....**MacDonald Broadcasting** has a rare opportunity to become part of a family owned and operated organization and to join an on-air team that is willing to make sacrifices and is committed to winning! 97-3 JOE FM in Saginaw, MI is looking for talent in all dayparts. Send your resume & MP3 to rickwalker@98fmkcq.com. **Crawford Broadcasting** has a job opening in Denver Colorado for a General Sales Manager. Send your resumes to: ggates@CrawfordBroadcasting.com or fax 303-433-7668.....**Family Radio, Inc.** is looking for a new morning show host for WRQT in La Crosse, WI Ideal candidate would be a topical, "street" local host who loves public appearances and lives the lifestyle. Great city - great Mid-West Family company. Send your stuff asap to: Family Radio Inc., Attn: **Brian Michaels**, 201 State St, La Crosse, WI 54601, Or email to: brianm@familyradioinc.com ... **Froggy 102.7 (Hot AC)** in Elkhart, IN, is in search of a part-time/fill-in air personality. Looking for someone who is dependable, a team player and who wants to have fun on the radio within a music-intensive format. Tapes/MP3s/CDs are all acceptable along with your resume, and of course ASAP. Send to the attn of **Jeff DeWeese**, 421 South Second Street, Elkhart, IN 46516, If responding via Internet: jdeweese@ilovemyfroggy.com ... **Infinity**



Broadcasting has an immediate opening for a Local Sales Manager at 1270 WXYT. Mail or fax resume: **General Sales Manager**, WXYT, 26945 American Drive, Southfield, MI 48034 or fax: 248-455-7285.... **Waitt Radio's** KZSR(STAR 102.3/Hot AC) in Sioux City, IA is looking for candidates for possible PD opening. Send your resume, aircheck, and brief programming philosophy to: KZSR PD Opening **c/o Jerry Haack**, 100 Gold Circle, Dakota Dunes, SD 57049 ... **Saga Communications'** MIX 94.5 / WLRW in Champaign, IL is looking for next morning show star. Send your best stuff - CD/tape, resume, references - to: **Jonathan Drake**, Program Director, MIX 94.5/WLRW, 2603 W. Bradley Ave., Champaign, IL 61821 mp3's to this address only: job4you000001@yahoo.com (5MB max)... **Q92 in Canton/Akron** is looking for a Midday personality. Please forward your resume and audio to johnstewartradio@aol.com or get a package in the mail to **Q92** 393 Smyth Ave NE Alliance OH 44601... **CIB, Inc's** KRTI/Newton, IA is seeking a Top 40 / Hot AC morning jock. MP3's & Resumes can be e-mailed to: **Jon Liebl** (Ops. Mgr / Promotions) jon@energy1067.com **Tim Graves** (PD / MD) timg@energy1067.com ... **Midwest Communications'** KRBR "The Bear" has an immediate opening for a Morning Show Producer/Assistant Program Director. E-mail packages to: fleisch@mwcradio.com or mail to: 715 East Central Entrance, Duluth, MN 55811, Attn: **Mark Fleischer**... **NewsTalk 1340 WSOY AM**, Decatur Illinois' Heritage News/Talk Station is looking for their next on air personality. Send or fax resumes to **Brian Byers**, 1100 East Pershing Rd, Decatur, IL 62526, 217/877-8777... **Midwestern Broadcasting Company** has a rare opportunity at Northern Michigan's leading radio station. The last time this position was open was more than 22 years ago. Submit air check, resume and salary history ASAP to: **Operations Director**, P.O. Box 472 Traverse City, MI 49684. Email welcome to: jacko@wtcmradio.com... **Clear Channel** Top 40 WAKS/Cleveland is still on the hunt for the format's next great night shows. Rush those T&R's to **Dan** at WAKS, 6200 Oak Tree Blvd 4th Fl., Independence, OH 44145... **Peterson** T40 WZKL/Canton is looking for someone to fill a midday position. Send your stuff to PD **John Stewart**, WZKL, 393 Smyth Ave, Alliance, OH 44601 or johnstewartradio@aol.com... **Infinity** Top 40 KMXV/KC is still on the hunt for a killer midday personality. Send your best stuff to PD **Chris Taylor**, 508 Westport Rd., KANSAS CITY, MO 64111, or ctaylor@cbs.com...All position listed in this *TATTLE* appear free of charge, and represent equal opportunities. No calls unless otherwise indicated.