



THE MAIN STREET

G O B B L E R

30

30th Anniversary 1974 - 2004

"All the news that fits, we gits!"

In the biggest Midwest deal in recent history, **Mary Quass' New Radio Group (NRG)** and Omaha's **Waitt Radio** will merge to form a new radio group with Waitt and Alta Communications as primary shareholders. NRG's 27 stations in Iowa and Wisconsin and Waitt's 62 holdings in Kansas, Iowa and Nebraska will represent the station side of the new company, while the *Waitt Radio Network* becomes a major part of the merger. All this will move quickly, with LMA's expecting to take place by January 1, 2006. Quass will be President/CEO while **Norm Waitt** will serve as Chairman of the Board.

Each day, a new radio station flips to holiday programming. By the end of next week, radio will be filled with tinsel and holly...and **The Blenders!** "When It Snows" is not only THE hot new holiday track of the season, but it's the main ingredient for a bevy of great seasonal contests...like "Guess The First Snowfall of the Season", or "Got Snow? Guess the first 3-inch snowfall of the year". Let your mind explore the possibilities while we tell you we've got CD giveaways, meet & greets, Blender merchandise, and more for enterprising Midwest radio. Let us know your idea, and we'll do our best to make it happen! Oh yeah...we also have a special :60 second mix of "When It Snows" to use as an announcing bed for your contest, or a weather forecast (call, and we'll ship/email it right out!) Great song, great group, great promotional ideas. We can't think of a more successful *Blend* for the holidays!

St. Louis Fall Book, Phase 1 Trend. **Infinity** N/T KMOX loved that **St. Louis Cardinals** pennant drive! KMOX-AM 11.5-12.4, KEZK-FM 6.2-6.0, KM JM -FM 5.5-5.6, KSHE-FM 5.7-5.3, WIL-FM 5.6-5.1, KLOU-FM 5.0-4.6, KSD-FM 4.2-3.9, KSLZ-FM 4.2-3.9, KTRS-AM 3.3-3.8, KIHT-FM 3.7-3.7, KATZ-FM 3.9-3.5, KPNT-FM 4.2-3.4, KYKY-FM 3.1-3.3, KFTK-FM 2.5-3.2, WVRV-FM 3.4-3.1, WSSM -FM 2.5-3.0, WFUN-FM 2.8-2.6, KATZ-AM 2.4-2.1, WRDA-FM 1.9-1.8, KFUE-FM 1.5-1.8, KFNS-AM 1.2-1.4, WRTH-AM 0.7-0.8, WGNU-AM 0.6-0.7, KFAV-FM 0.7-0.5, WESL-AM 0.7-0.5, KWRE-AM *-0.4, KNSX-FM 0.4-0.4, KFNS-FM 0.1-0.1. 12+ persons, 6A-12P, M-Su, 6A-mid, Summer '04 - Aug/Sep/Oct '04 comparisons. Copyright © 2004, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Don't look now, but once **Howard Stern** leaves the terrestrial plane for satellite (and that could be any day now, in spite of denials from **Infinity**) expect a Midwest kinda guy to fill the void. **Mancow Muller** has just signed a three-year deal with **Talk Radio Network (TRN)** to expand the national syndication efforts of *Mancow's Morning Madhouse*. With Stern's defection, it would seem logical that Mancow and his team would position themselves now to target grab the Stern turf...such as it will be once Howard gets (on) **Sirius** (last night on **Letterman**, Stern complained about the diminishing number of stations syndicating his show...a situation he says is due to mounting FCC pressure along with those pesky fines which the King of All Media estimates to be over \$2 million and counting.) TRN's **Mark Masters** pronounced the deal as "a dream come true... Mancow's authentic passion for radio and his sheer love for and curiosity about life has resulted in a show that is unparalleled in the FM talk world today. The range of content, emotion and sheer entertainment covered in a single show is amazing - and frankly - refreshing!"

What's a dude from Chicago doing having a huge hit in Houston? **Richard Marx' "Ready To Fly"** grabs 21 spins from KHMx, but Houston isn't alone in double-digit land. Philadelphia, Milwaukee, Appleton, Dayton, Cleveland...well, the list goes on. If you've got 25-39 women someplace in your target - and you're not letting this lyric out on your airwaves - you're making programming more difficult than it has to be. **Manhattan/EMI**.

Have you been paying attention to the **FCC's** auction of FM licenses over the past few weeks? Apparently, not all bidding has been in good faith with a few suitors attempting to eliminate competition using some allegedly unsavory methods. The FCC has rejected long-time Midwest radio entrepreneur **Bob Ingstad's** attempt to suspend **I. Topaz Enterprises** from the auction for alleged illegal bidding and for being "in contact with other applicants." In making it's ruling, the FCC told Ingstad to wait until the completion of the auction and the long-form application for the frequency is filed before he could raise a question about the deal's legitimacy.

Yup, KZRC is adding **Tremolo** and "Waiting Room" for the coming week, and yup...that's KSQY giving it spins, as well. **Guy Zapoleon's Hit Predictor's** top 10 prediction comes closer to fulfillment every week. Want women? Step into the "Waiting Room."

In a surprise move, it appears South Dakota's **Jonathan Adelstein** WILL return as FCC Commissioner. He was in the hot seat yesterday at the **Senate Commerce Committee** hearing regarding his re-nomination to the FCC. With some fancy footwork Adelstein sidestepped questions regarding the recent *Saving Private Ryan* controversy by saying it was "complicated", but that the Commission had previously ruled on two occasions that the movie's frequent use of the "f-word" was not an indecency violation. Another issue addressed was ownership consolidation and new ownership rules that Adelstein said was a "mistake". He feels more research was necessary. Although no vote was taken on his nomination at the hearing, it is expected that Adelstein will be confirmed in June 2008.

TREMOLO
waiting room

Hit Predictor
9/2004:
TOP TEN
POTENTIAL!

KQKY 12x
KAYL 8x

Top 40
Believers-

WIFC WJMX
WAZY WMGI
WRHT WWKZ
WKZL KRSQ 12x

TIM MCGRAW
Live Like You Were Dying

CURB RECORDS

Richard Marx
Ready To Fly

RadioMonitor
ADULT 40 31

R&R
HOT AC
31

Okay, so there's this big hoo-haw about the **Nelly f Tim McGraw** being most added at hot AC this week, like it's such an incredible "surprise". Here's the secret, and it ain't Nelly. He's just tagging along. The REAL reason is **Tim McGraw**, who's just THIS close to breaking out on many formats as a Mega-Star. Doubt it? Check all the TOP 40 adds this week, not on Nelly/Tim, but on Tim's "**Live Like You Were Dying.**" Case closed. **Curb**

Hats off to **Clear Channel** AAA KTCZ/Minneapolis, once again selling out all 35,000 of its "**Cities Sampler Volume 16**" charity CDs in less than 40 minutes (KTCZ PD Lauren MacLeash tells the TATTLER, "It sold out in as few as 7 minutes in some stores!") Sales of the CD — which contains 18 exclusive live recordings by artists like Sting, Alanis Morissette, Jonny Lang and more — will benefit Twin Cities charities like Camp Heartland, Make-A-Wish, and others. The overall contribution will amount to \$500,000!

Low Millions' "**Eleanor**" is taking names and numbers in wondrous places like Omaha, Modesto, Washington DC, Corpus Christi, and Portland. Stations in those markets are rotating Ms. Eleanor like the hit she is, and KRSK's research continues to impress! And that's just in the hot AC world. It's an even bigger smash at triple A! **Manhattan/EMI**

LOW
MILLIONS

ELEANOR

KOSO 24x
KRSK 24x
KKPN 21x
KQKQ 21x
WWZZ 20x

Cincinnati Fall Book, Phase 1 Trend. In the battle of **Clear Channel** talkers WLW & WKRC, Clear Channel wins! WLW-AM 10.4-9.5, WKRC-AM 5.6-6.4, WIZF-FM 5.8-6.3, WRRM-FM 6.1-6.2, WUBE-FM 5.9-5.5, WEBN-FM 6.1-5.2, WGRR-FM 5.4-5.0, WOFX-FM 5.1-4.9, WKFS-FM 4.7-4.4, WM OJ-FM 3.8-4.1, WYGY-FM 3.7-3.8, WKRQ-FM 3.7-3.6, WVMX-FM 2.5-2.7, WAQZ-FM 2.7-2.6, WNLT-FM 1.4-1.7, WSAI-AM 1.5-1.5, WCKY-AM 1.4-1.5, WAKW-FM 1.2-1.3, WHKO-FM 1.2-1.1, WDBZ-AM 1.2-1.0, WPFB-FM 0.9-1.0.

An important **FCC** approval cleared a hurdle this week, as the commission approved the sale of classical WCAL/Northfield from **St. Olaf College to Minnesota Public Radio** for \$10.5 million. MPR plans to change the format of WCAL in January, with the betting for the new format being triple A...although no official word has been given to the selection of a format. MPR's **Bill Kling** has already ruled out classical and news-talk as formats for WCAL.

Says WAMX, KRRO, KFMW — there's NOTHING better for rock than **Bobaflex' "Better Than Me"!** Eclipse

STAR 102.5's Combat Hunger, the Midwest's largest two-day food drive, began last night and continues through tomorrow. All food and monetary donations raised from the drive will benefit the **Food Bank of Iowa**. "Most families start the holiday season by having Thanksgiving dinner with their families," says **Jim Schaefer**, Program Director for STAR 102.5. "Unfortunately, not everyone has that luxury. Some families have to choose between putting food on the table and paying the heating bill. That's why we're here to help." *STAR 102.5's Combat Hunger*, now in its fourteenth year, is the largest two-day food drive in the Midwest. In 2003, *Combat Hunger* raised 229,481 pounds of food for the Food Bank of Iowa.

WWJO/St. Cloud's **Mike Reagan** and **Kelli Gorr** from *The Mike and Kelli Morning Show* wrapped up their Food Drive for St. Cloud's **Food Shelf** on Nov. 13th. They brought in nearly 3 TONS of food donations and over \$500 in the 2-day marathon broadcast.

Remember when we told you earlier this year about KMCH/Manchester (IA) collecting CD's and DVD's for the troops serving overseas? Sure, you do! Now, those wacky guys broadcasting in the shadow of Waterloo are collecting other needed items to send overseas to their local soldiers. The station posted a list of suggested items on their website and ran live and recorded promos throughout the day to remind listeners about the drive. The 2-week promotion just concluded, and the station collected more than 1,500 items to ship along with some cash. Says Promotion Director **Rob Edwards**, "The people of Manchester REALLY know how to support not only their hometown station, but its residents, as well. All we have to do is mention something on the air, and the response is nothing less than mind blowing!" So with that story, the FCC now has another example of TRUE localism in action for their Midwest hearing next month! Congrats!

FALL(LE)LU-JAH!! FALL(LE)LU-JAH!!

KMCH/Manchester PD Mike Johnson, Lori Robinson of Rockwell Collins, and Promotion Director Rob Edwards help load boxes of gifts and essentials for Iowa troops serving in Iraq. See the story elsewhere in the TATTLER.

HAPPY THAN **XXX** GIVING from THE CONCLAVE!

CONCLAVE XXX - HARD CORE RADIO

The 30th Anniversary Conclave
Learning Conference
July 20-24, 2005

Marriott City Center/Minneapolis
2004 Earlybird rate
\$199 until 1/1/2005!

Details at
www.theconclave.com

Entercom Talk KMBZ-AM/Kansas City is also getting into the holiday giving spirit with their second annual Coats for Kids drive. Afternoon host **Russ Johnson** is the brains of the operation and has the support of local businesses **Plaza Ford**, **Ideal Dry Cleaners** and **Sertoma Club of Kansas City**. The hope is to add another thousand coats to the total of 1500 collected last year.

Clear Channels' Cleveland Country station WGAR raised \$234,408 during their **St. Jude Radiothon**, up nearly 80k from last year.

Three **Clear Channel** stations in Chicago, Urban WGCI, Urban AC WVVAZ and Gospel WGRB-AM, are coming together for a good cause. This Saturday (11/20), personalities from all three stations will be at two different locations to collect donations of cash and food for their "**Feed the Hungry**" project. Local charities **Chicago Food Depository**, **Pacific Garden Mission** and **St. Martin De Porres** will be among those to receive the donations. Listeners who come out and give will get, in return, eligibility for a sixty second shopping spree.

Tone E. Fly's Stuck on the Truck! To promote awareness of the nearly 2.3 million Minnesotans who requested emergency food assistance last year, Tone E. Fly, of B96-KTTB/Minneapolis has vowed to live on top of a 27-foot truck until it is full of food! Beginning Monday, at 6:00AM B96 and local appliance chain, **Warner's Stellan**, will team up to help the **2nd Harvest Food Bank** provide food to feed hungry families this holiday season. Think there are no hungry folks in our thriving economy (the TATTLER believes he heard that claim hundreds of times prior to election day)? 2nd Harvest Food Bank research shows that 200,000 people statewide request food assistance each month - and of that amount, a staggering number are children- 75,000! (Of course, that research was conducted BEFORE those hungry families received their generous tax cuts). Seriously, hundreds of thousands of needy folks live in blue and red states, alike. And terrestrial radio is trying to do something about it. Congrats to Tony, KSTZ, WWJO, KMCH, KMBZ, WGAR, WGCI and all radio in addressing the needs of their communities!

When **Entercom's** WEMP-AM/Milwaukee makes it's move to Sports, **Chip Ramsey** (formerly OM at **Nextmedia**/Suburban Chicago) will be there to handle PD duties. Although no specific date has been announced for the format flip, it is known that **Crosstown** Sports WAUK-AM's **Jim Rome** will join the WEMP team.

Changes. **Desi Foy** has been promoted to Program Director at News-Talk KCUE/Red Wing. Of special note: Desi has been with the station since he was high school part-timer! After graduating from **Brown College**, he returned to the station as a full-timer for the past year...The Loon (KLZZ/St. Cloud) has upped **Voss** from Part-time to PM Drive on The Classic Rocker...**Tommy Wilde** has relinquished his PD duties at **WLUM (Rock102.1)/Milwaukee** but will remain aboard and retain his midday airshift; a search is on for his replacement as PD...**Jared Goldberg**, APD/MD of **Clear Channel's** CHR/Pop and Rhythmic combo KKDM & KDRB/Des Moines moves to sister CHR/Rhythmic KIBT (96.1

The Beat)/Colorado Springs to become PD...**Andrew Zepeda** of Citadel Top 40 WIOG/Saginaw will join forces with **Meredith Teplitz** at **Journal Hot AC KSPT** (104.1 The Point)/Tuscan for a new highly anticipated morning-show.

Garrison Keillor of *A Prairie Home Companion* fame will be producing a new show called *Literary Friendships* for **Minnesota Public Radio**. The title is descriptive of the format of the show that will bring together two authors who also happen to be friends. Five episodes are to be taped in **St. Paul** starting in January.

A little good natured hazing for the aptly named new stuntguy **Dumbass Ryan** was in order at **Clear Channel** Top 40 KDWB/Minneapolis. Nighttime host **Tyler** sent Dumbass for a swim in Lake Calhoun, outfitted in some attractive panties from Walgreens. Listeners were encouraged to call in with guesses as to how long he would be able to stay in the water with the closest call being rewarded with **Jingle Ball** tickets. Good ol' Dumbass stuck it out for 3 minutes and 59 seconds, but his pride in his work will surely last a lifetime.

Jobs. A heritage CHR is seeking a new Morning Show Host. Minimum 3 years experience required. Send your most impressive stuff to WIOQ PD **Brent Carey**, 1740 Champagne Drive N, Saginaw MI, 48604...Fort Wayne Rocker, 989 The Bear needs a night jock who knows the music, can handle phones, do a billion appearances, crank out smokin' prod, and possibly get pinned with the Music Director badge. Get your resume and a SHORT mp3 to cmiller@federatedmedia.com...Detroit's Best Country 99.5, an **Infinity Broadcasting** station, has immediate openings for part-time on-air talent. Knowledge of the country music format is not required but would be a plus. Experience with Audio Vault is a must. Send air check and resume: **Chip Miller**, Program Director, 26555 Evergreen Road, Suite 675, Southfield, Michigan 48076 or Email: chip.miller@infinitybroadcasting.com...Looking to build a list of go-to folks for future openings at **Salem-Milwaukee**. If you're interested—please send an MP3 aircheck along with your resume. It doesn't matter what format you're doing now, if you have the faith, talent, and passion for what we do, I'd love to hear your stuff. There are no current openings, but it never hurts to know who is out there. **The Fish** is a personality oriented, fun to listen to radio station that plays Contemporary Christian music. Email is DannyC@SalemMilwaukee.com...A rare opportunity is now available at one of the Midwest's most influential modern rock stations. 89-7 The River is looking for a full time air talent with solid promotion and people skills. Create great radio in a corporate free and fun environment! Benefits package includes retirement, health insurance, and generous vacation plan. Experience with Scott Studios and Cool Edit Pro helpful. College Degree (Masters) preferred. I need a Tape or CD (No MP3's), Resume and anything else that you have to demonstrate your qualifications. Send packages to: **Human Resources**, Iowa Western Community College, 2700 College Road, Council Bluffs, Iowa 51503...**Cumulus Broadcasting** has an immediate opening for a PD at Kansas City's hottest and fastest growing CHR! A successful candidate will possess the following: Attention to detail, time

ANOTHER COMBAT PHOTO



STAR 102.5's (KSTZ/Des Moines) *Combat Hunger*- billed as the Midwest's largest two-day food drive- began last night and continues through tomorrow. See details elsewhere in the *TATTLER*.

management skills, ability to develop of on-air talent, excellent interpersonal abilities, promotional creativity and more. If you are prepared to work closely in a team environment with corporate programming please send your tape and resume to **Jan Jeffries**, 3535 Piedmont Road, 14th Floor, Atlanta, GA 30305. Or email your package to: jan.jeffries@cumulus.com...**Cumulus Broadcasting** is seeking an Afternoon Drive/PD in Rochester, Minnesota. AC/Rock or Oldies background along with Cool-Edit and Selector experience preferred. Send resume and demo to OM **Brent Ackerman**, Cumulus Broadcasting, 122 4th St SW, Rochester, MN 55902 or email to: brent.ackerman@cumulus.com...**Saga Communications** is in search of someone with a successful PD track record in creating Oldies radio magic. Work with a real broadcast company in a great city! Rush philosophy, tape, resume and samples to **Alan Goodman**, WODB Pres./GM, 4401 Carriage Hill Lane, Columbus, OH 43220...**McVay Media** is seeking a Major Market CHR morning show host, or team. The station targets 18-34, and is a killer in its market. Fabulous market/station/bucks. Minimum 5 years AM Drive experience necessary, excellent show prep and work habits, must be able to work well with others and to lead a morning team, and to relate to the 18-34 audience. Positive attitude and commercial voice skills a necessity. Send your best (resume and CD) to **Jerry King**, 2001 Crocker Road, Suite 260, Cleveland, OH 44145...KWCC/KWPC in Muscatine has an opening for a full-time announcer. Send resume and aircheck via e-mail to mail@voiceofmuscatine.com or via Postal Service to **KWCC/KWPC**, 3218 Mulberry Avenue, Muscatine, IA 52761...Midday talent needed for a solid AC, 60 minutes from Chicago. The job includes production, copy writing and remotes. Previous radio experience is required. Demo/resume to **Ken Misch**, Program Director, WDKB-FM, 2201 North 1st street, Dekalb, IL 60115...**Metro Networks**, Kansas City has a full time opening for a split shift traffic reporter. Broadcast experience required with an interest in learning the ins and outs of traffic. Rush an mp3 and talking points the address below. We'll be filling this position before month's end. Contact: **Hank Cary**, Director of Operations, hank_cary@metronetworks.com...Rock 102.1-WLUM/Milwaukee is looking for an experienced Program Director with strategic vision and good people skills. Email track record of success to Market Manager **Bill Hurwitz** at hurwitz@milwaukeeeradio.com or send packages to WLUM, 2979 N. Mayfair Rd., Milwaukee, WI 53222...**Dispatch Broadcast Group's** WBNS/Columbus has an immediate opening for a Promotions Assistant to assist in coordinating all aspects of station operation. Send cover letter and resume to: Dispatch Broadcast Group, **Attn: Human Resources Job #100PC**, 770 Twin Rivers Dr, Columbus, OH 43215...**Clear Channel's** 106-3 The BEAT/Des Moines searching for music director and on-air personality. Must have two years on-air experience and able to relate to an 18-34 audience. Production skills, knowledge of selector, cool edit, and promotional skills required. CD/MP3 and resume to **Greg Chance** - 1801 Grand Ave. Des Moines, IA. 50309. OR E-mail gregchance@clearchannel.com...**Cumulus Media** is looking for an Assignment Editor/Reporter /Co-host for a top-rated morning show. Some weekends and heavy community involvement are required. Send resumes and CD's or tapes to **Faune Riggin**, 324

BOBAFLEX



Better Than Me ON KRRO, KFMW, WAMX!

Broadway, Cape Girardeau, MO...**Cumulus Media's** KKLS (Hot 104.7) Sioux Falls is on the prowl for a PD. Selector knowledge a must. Send your package ASAP to OM **Scott Maguire**, **5100 S. Tennis Lane**, Sioux Falls, SD 57108 or e-mail to: scott.maguire@results-radio.com...**Sioux Valley Broadcasting** in Valley City, ND, is looking for an evening talent. Send your resume and audio to **Ryan Cunningham**, KOVC Radio, 136 Central Avenue North, Valley City, ND 58072...**Prairie Communications/** WBYS-AM/FM in Canton, IL is updating their bank of fulltime and parttime air talent. Please send packages to: WBYS AM/FM, ATTN: **Paul Kriegler**, 1000 East Linn Street, Canton, IL 61520 Send mp3/e-mail packages to: pkriegler@aol.com...Wanted: Experienced Promotions Director and P/T Entry-Level Remote Techs for Mainstream AC & Jammin' Hits Stations. **NextMedia's** STAR 105.5 & The NEW Y103-9 invite you to send your best to: **Bobby Knight**, Operations Manager, 8800 Route 14, Crystal Lake, IL 60012 or bknight@nextmediachicago.com...**Top 40 Z101.7 Lansing, MI** Are you looking for your first full time gig? Are you part time with full time talent? Email a short cover letter and brief skim to OM **Jason Addams** at golugnuts@sbcglobal.net...**NextMedia** is looking for an Operations Manager/Talk Host. Email a cover letter and resume to: jobs@nextmediachicago.com or fax it to (815) 577-9231...Midwest Active Rock station is looking for its next killer night jock. Knowledge of Selector a bonus. Possible MD stripes, too. Please send MP3 and resume to jobs@jacobsmediaonline.com In the Subject Line, please use "Active Rock Nights"...**Infinity Broadcasting** has Promotions/Marketing positions available. Strong organizational skills, able to multitask, out of the box thinking, excellent written/verbal communications skills needed. Broadcasting or advertising experience preferred. Some weekends & evenings. Excellent benefits. No calls please. Send resume to: Infinity Broadcasting, 3100 Market St. Louis, MO 63103 **Attn: HR-Mtg/PD**...A Morning Show Producer/Assistant PD is needed for rock KRBR/Duluth. Can you add on-air localism and local personality to *Bob and Tom*? If you have the passion for the format, and want to work for a successful privately owned company, send your package to: fleisch@mwcradio.com or snail mail to 715 East Central Entrance, Duluth, MN 55811, Attn: **Mark Fleischer**...Urban KTTB/Minneapolis is looking for a FT Sales Asst to begin January 1st. Duties include assisting local sales staff, handling National sales orders and promotions, and create/update station sales presentations. Knowledge of Microsoft office very important and Marketron knowledge a bonus. Email or fax resumes to GSM **Bernie Laur** at blaur@radio-one.com, phone 952-842-3331, or fax 952-842-1048...Oldies KADL/Imperial, NE has an IMMEDIATE full-time opening for a Program Director. The position includes doing a four-hour airshift, occasional remotes, basketball play-by-play, production, and more (it's a small town you'll get great experience; know how to trim the station hedge?). Candidates from Nebraska, Kansas, Colorado preferred. Send resume with references and cover letter and a CD of your recent work to: KADL Opening, **McCook Radio Group**, Box 333, McCook, NE 69001. All positions listen in *TATTLER*"Jobs" are listed free of charge and represent equal opportunities. No calls, unless you want a puppy to die (or unless otherwise instructed)!

MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@main-st.net Web: www.main-st.net