

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

"All the news that fits, we gits!"

It almost came "Undun," but Minnesota Senator **Norm Coleman** rushed to the rescue of **Burton Cummings** and friends earlier this week! The Senator, who worked as a roadie for **Ten Years After** in the 60's, helped expedite the visa process for **The Guess Who**, ensuring it could launch its U.S. tour on Wednesday in Michigan. Responding to his action freeing the Canadian classic rock quartet to hit the stage, the Senator told *The Minneapolis Star-Tribune*, "I know the importance and excitement of starting a new tour, and I did not want to see bureaucratic red tape get in the way." The band was notified on Monday that the visas necessary to play in America wouldn't be processed by the **U.S. Citizen and Immigration Services** until Saturday (11/27) — three days after the band was set to launch their U.S. tour. The band's agent, **Randy Erwin** - who owns the Twin Cities-based agency that booked the tour - contacted Coleman's office to help get the visa process expedited. Said Erwin, "(Coleman) cut through the bureaucracy and saved us from having to cancel the first concert of our tour," Erwin said. But he stopped short of promising the Senator a duet with Burton on "American Woman"...

Doubt that **Tim McGraw** can have a T40 hit with "Live Like You Were Dying"? Try this research from respected WRVQ/Richmond: Core (P-1) Raw rank #8, #2 Potential, 73% Familiar (just wait until they start playing it!!). Overall - Raw ranked #6, #2 Potential, 72% Familiar. Next question???

The purchase of **St. Olaf College's** Classical WCAL/Northfield-Minneapolis (simulcast on KMSE/Rochester) by **Minnesota Public Radio** closed last Friday. MPR will be taking some of WCAL's current Classical programming for use in a new Classical Music Service that will begin on MPR sister station KSNJ after the first of the year. WCAL's format has yet to be revealed, but rumors are getting stronger that it will be music-oriented and geared towards younger listeners - quite possibly, using a triple-A type presentation. Stay tuned!

Big doings at **Clear Channel/Minneapolis** on Tuesday (11/23), as all sorts of chairs moved (but none to a destination outside the building...whew!)! Let's begin at sports-talk KFAN, where PD **Doug Westerman** was elevated to OM as "PA & Dubai" producer **Chad Abbott** becomes PD. Next, let's visit smooth jazz KJZI, where **Lauren MacLeash** officially adds the title of PD to her PD-ship at AAA KTCZ. Across the hall at oldies KQQL (officially, "Christmas" KQQL until the end of December), **Travis Moon** becomes to PD! He'll continue as country KEEY midday host and station APD/MD. (The PD posts at both KJZI and KQQL became vacant last month with **Bob Wood** left the building). **Matt Tell**, Promotion Director at both KEEY and KQQL, becomes the cluster's Director of Promotion - a move that more or less fills the chair of departed cluster Marketing Director, **John O'Connell**...who exited last month. In the upper echelons of CC, **Gregg Swedberg** officially becomes the Regional VP/Programming - a role he'd been filling for a number of months. **Dan Seeman** becomes VP/GM of all stations in the cluster (he had been GM of KQQL, KDWB, and KJZI...he now adds KEEY, KFAN, The Score, and KTCZ to his repertoire), and **Mick Anselmo** gives up his inner-city CC chores to concentrate on his Regional VP duties of Clear Channel's Minn-Kota region.

Minneapolis Fall Book, Phase 1 Trend. While ranking didn't change all that much in this first go-around, **Clear Channel** country KEEY scored impressively as did sister T40 KDWB and **Infinity AC** WLTE. KQRS-FM 9.8-9.2, WCCO-AM 9.3-8.8, KEEY-FM 6.3-6.7, KSTP-AM 6.0-5.6, WLTE-FM 4.8-5.0, KDWB-FM 4.4-4.7, KTCZ-FM 4.0-4.2, KSTP-FM 4.1-3.9, KXXR-FM 4.6-3.8, KQQL-FM 3.4-3.6, WXPT-FM 3.4-3.2, KTTB-FM 2.7-2.9, KJZI-FM 2.3-2.6, KFAN-AM 2.2-2.3, WDGY-AM 1.0-1.6, WWTC-AM 1.6-1.5, KLBB-AM 1.4-1.3, WFMP-FM 1.2-1.3, KLCI-FM 0.7-0.9, WGVX-FM 1.1-0.9, WGVZ-FM 0.6-0.6, WVAL-AM 0.5-0.4, KNXR-FM *-0.4, WWJO-FM 0.4-0.4, KSMM-AM 0.4-0.3, WMIN-AM #0.3-0.2, WGVY-FM 0.2-0.2, KLBP-AM 0.1-0.1. 12+ Mon-Sun, Summer '04 - Phase 1 comparisons. Copyright, **The Arbitron Company** 2004.

We're starting to hear success stories, now that **Tremolo** and "Waiting Room" has been on the air for a few weeks at some of the Midwest's most forward thinking radio stations. Proof? Try over 20 spins EVERYWHERE it's being played, including KQKY, KAYL, KARZ, etc. But it should come as no real surprise, given that none other than radio guru **Guy Zapoleon** predicts a top 10 chart entry for any station who'd like to program a top 10 hit.

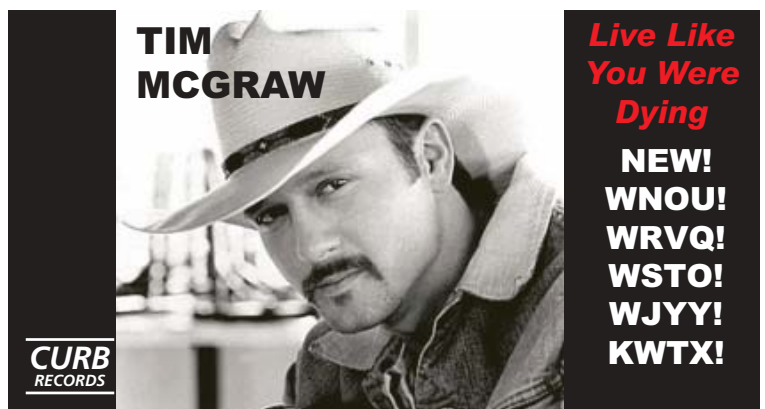
It's now official: early last Sunday, the **Senate** confirmed South Dakota's **Jonathan Adelstein** (D) for another term on the **FCC**. This means the outspoken critic of consolidation's term on the Commission will end June 30, 2008.



TREMOLO
waiting room

Hit Predictor
9/2004:
TOP TEN
POTENTIAL!

KQKY 20x!
KAYL 20x!
KARZ 20x!



TIM MCGRAW

CURB RECORDS

Live Like You Were Dying

NEW!
WNOU!
WRVQ!
WSTO!
WJYY!
KWTX!



**R&R
Hot AC**

28

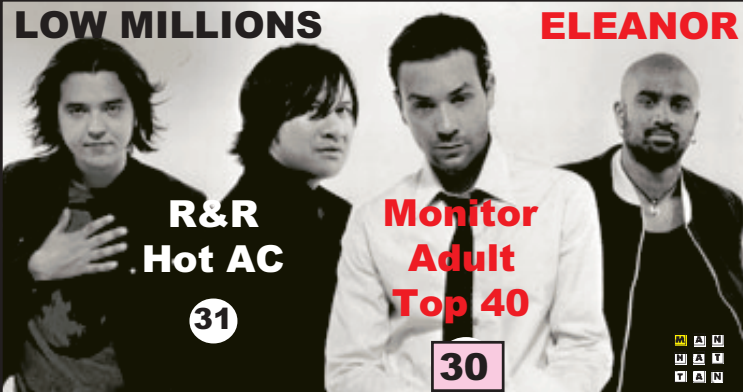
Richard Marx

Ready To Fly

**Monitor
Adult
Top 40**

29

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LOW MILLIONS

ELEANOR

**R&R
Hot AC**

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**Monitor
Adult
Top 40**

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Conclave Names 2005 Agenda Task Force! As the Conclave prepares its 30th annual Learning Conference, a special Agenda Committee has been appointed by the Conclave Board to make the July seminar the most enthralling in its 3 decades of existence. Chaired by **Elyria-Lorain Broadcasting** Market Manager/Sandusky **Tim Kelly**, the new body will consist of Conclave Board members **Daniel Anstandig/McVay Media**, **All Access' Jerry Boulding**, **Jefferson-Pilot** maven **Tony Garcia**, Marketing Consultant **Dave Hintz**, **TRN's Kipper McGee**, **KWRM/Seattle PD Gary Nolan**, and **KEZO/Omaha PD Lester St. James**. They'll be joined by **All Access' Matt Hargis**, **WLUP/Chicago PD Bill Klaproth**, **WSNY/Columbus PD Chuck Knight**, **KSTP-AM/Minneapolis personality Chris Krok**, **KRNB/Dallas PD Sam Weaver**, and **Troy Research's Karen Young**. The group will be meeting weekly beginning in early 2005 to plan each keynote, session, and social event at **Conclave XXX: Hard Core Radio!** Says Kelly, "We're planning the most challenging Learning Conference in history. As you know, the Conclave gives a voice to every member of our industry, so I invite anyone with an idea to share to contact me directly!" Regarding a keynote announcement, Kelly would only say, "If you're still alive by the end of next week, you'll know the name of our first announced keynoter. Until then, don't have a cow!" If you have a speaker/seminar idea for Conclave XXX, email Chairman Kelly at t.kelly@wkfm.com or contact any agenda committee member listed above. The extra special 30th summer presentation will happen July 21-24 at the **Marriott City Center/Minneapolis**. Earlybird tuition - the least expensive in the industry - is just \$199 until January 1, 2005 (you can register on the Conclave website, www.theconclave.com).

If you're playing any holiday tunes this season, chances are you're already clued into the magic of the Midwest's own **Blenders** and **"When It Snows."** Over 20 stations have hit it, with lots more coming now that Thanksgiving weekend is upon us. You know how promotionally oriented the group is, so start playing with "Snow" and we'll find a way to maximize their presence on your station!

Last Friday, radio morning shows across America got a gift as the NBA **Indiana Pacers/Detroit Pistons** game that night - and the resultant fan fight - provided material you just can't buy. Wondering what the hometown stations to the brouhaha handled it? **Clear Channel/Indianapolis' WNDE-AM's** afternoon host, **John Michael**, was on both MSNBC and ESPN, talking about what became known locally as the 'Malice at the Palace.' Sister rocker **WFBQ** went live the next day, anchored by **Bob Kravitz** of *The Indianapolis Star*. Across the street at **Entercom's WZPL**, **The Smiley Morning Show** went live with **Mojo in the Morning** at **WKQI/Detroit**, allowing fans to create what PD Scott Sands called

"radio catharsis." He added, "Callers were definitely passionate in supporting their home teams and players!" He was less forthcoming when asked if he'll be programming the new **Ron Artest** single any time soon...

While **Richard Marx' "Ready To Fly"** doesn't have obvious snow-time and sleigh-bell lyrics marking a holiday hit, its meaning is nonetheless relevant and strong for the season. Without a whole lot of prompting, mega-spins are happening at **WNNK**, **WTSS**, **KHMX**, and **WAEZ!** Just because you're not one of those "Christmas Superstations" doesn't mean you need to take a back seat to the sentiment of the holidays. Mr. Marx...like Santa...is ready to fly!

WTDY-AM/Madison morning talker **John "Sly" Sylvester** won't be facing discipline from his station, but he did offer up an apology of sorts earlier this week in the form of a letter to several local papers. "Sly", the clever word-smith who called current National Security Advisor and soon to be Secretary of State **Condoleeza Rice** "Aunt Jemima", used his letter to take more thinly-veiled pot shots. Sly's letter states that he is "concerned that I have offended many African-Americans by using a crass term to describe an incompetent, dishonest political appointee of the BUSH administration. I apologize", but then went on to say that Rice is a "black trophy" for the Bush Administration. Sly spent Friday's (11/19) show apologizing to "Aunt Jemima", saying he was sorry that he compared the fictional character to a "self-serving, hack politician".

It's taken a bit, but radio's acceptance for **Low Millions** and **"Eleanor"** is shining through, loud & clear. Leading the nation in that recognition? **Wichita's KFBZ** with 41x! And now, Richard is ready to fly onto T40 with spins starting at **KQXY**, **WSTW**, **WWST**, **WXXL**, **WYCR**, **WZKL**, and more! Here's a special song deserving your special ear! Please audition again.

N/T WKZO/Kalamazoo is set to launch its annual fundraising drive for the Kalamazoo **Loaves and Fishes** organization. For the third year in a row, **WKZO** will sell "Holiday Dish To Pass," a collection of easy-to-make holiday recipes that were donated by listeners and compiled by **WKZO**. One hundred percent of the proceeds will go to benefit Kalamazoo Loaves and Fishes. "Sales of last year's edition of "Holiday Dish To Pass" raised more than \$36,000 for Loaves and Fishes," said **Stephen Trivers**, **Fairfield Broadcasting Company** President. "And this year we hope to raise even more." The 2004 Edition of "Holiday Dish To Pass" which is comprised of 70 recipes culled from more than 125 submissions. All the recipes in the book are "family secrets" that have been passed down from generation to generation. Each



**KLTF, KBEK, KCAJ,
KGMN, KDDG, KHME,
KNOD, KNSC, KWNO,
KYNM, KCZQ, KDJS,
KECK, KLGH, KRKY,
WEVE, KDSN, KIFG,
KRFO, KSKK!**

**Add Your Call
Letters Here!**

entry is accompanied by interesting historical sidebars and heartwarming stories regarding the origin of each dish, and each dish has been PERSONALLY sampled by President Trivers. Next up for WKZO, "The Holiday No Carb/No Calorie/No Fun Diet!" (Congrats on a great idea!)

The Tattler wishes to extend sympathy to the family and friends of **Ron Scott & Frank Befera**. Scott, a former PD for **Clear Channel** Urban WKKV (V-100)/Milwaukee and Midwest rep for **Def Jam Records**, passed away on last Sunday. **Befera** who passed away on Friday (11/19) at the age of 82. A pioneer in broadcasting in Duluth, MN, Befera started out at WMFG-AM/Hibbing, MN; he later purchased that station and went on to add WHLB-AM/Virginia, MN before launching WDIO-TV/Duluth.

Changes. **Joe Finan** of Talk WNIR/Akron will be retiring from his afternoon position on January 3rd. Stepping into his shoes will be former **Cleveland Brown's** player and radio vet **Bob Golic**. Golic was heard previously with co-host **Chris Myers** on **Sporting News Radio's** KMPC (AM 1540 The Ticket)/Los Angeles...**The Big Party Show** with **Jen-X** and **Jeff Degan** will be sliding into the void at **Journal** top 40/Rhythmic KQCH (Channel 94.1)/Omaha left by the departure of **The Morning Madhouse** with **J.C.** and **Tracee** Tuesdays. Afternoons will be handled by KQCH PD **Erik Johnson**...**Beasley** Top 40 WXKB (B103.9)/Ft. Myers' veteran PD **Chris Cue** left his spot on 11/22 in order to join his wife who has a job out of state. PD duties have been handed to **Clear Channel** Top 40 WDKF (Kiss 94.5)/Dayton's PD **Matt Johnson**...**Rich Hancock**, who's radio career spans 40 years in markets like Dallas, Las Vegas and Kansas City, will leave his current morning spot at **Clear Channel** Country KIAQ/Ft. Dodge to take that spot at cross-town competitor Country KWMT...**Marge Arnold**, former LSM for **Emmis** Classic Rocker WLUP will be returning to **Infinity/Chicago** Oldies WJMK as GSM.WDKF/Dayton PD **Matt Johnson** has been named PD of **Beasley** T40 WXKB/Ft. Myers...**Tanya Braidman** has been promoted to VP/Director for **Marketing Advantage**, a division of **Clear Channel Katz Advantage**, in Chicago.

Don't ever EVER mess with The Loop (WLUP/Chicago)! That's a lesson learned by a thief who had stolen a guitar from **Poison's Bret Michaels**. The story? Early this month, while Michaels was performing at an Indiana saloon in Indiana, a crook grabbed one of Bret's favorite guitars. Last week, The Morning Loop Guys relayed the story somewhat emphatically, alerting their listeners to the theft. A few days after their rant, the missing guitar was delivered to the saloon with a note addressed to the station. It

BOBAFLEX



Better Than Me

ADDING NOW!

simply read "Return to owner by 11/21". They did, and now Michaels can smile again. Says Loop PD (and Conclave **TalenTrak** Trakmaster) **Bill Klaproth**, "It's a pretty cool story. Somebody in Chicago-land obviously heard us talking about it, which made it very difficult to sell the guitar or even keep it! You know as well as I do that radio has been taking a beating lately, but this is just a small example of how radio can positively influence and impact a community. An iPod or mp3 player — or even satellite radio, for that matter — couldn't have done what The Loop just did." We think Bill's referring to terrestrial radio's franchise on "locality." (Congrats on a job well done, Bill & staff!)

Changes, Too. **Clear Channel's** WLTP (97.3 The Brew)/Milwaukee is now WQBWÉ Top 40 KMXV (MIX 93.3)/KANSAS CITY has a new afternoon personality in the form of **Dave Fogel**, formerly of WTMX/ChicagoÉ **Scott Rogers**, LSM at **Emmis** News/Talk/Sports WIBC-AM/Indianapolis and Network Indiana, is now GSM at crosstown **Emmis** Hot AC WZPL and News/Talk Sports WXNT-AM...The Imaging Director position at **Clear Channel**/Milwaukee will be filled by Country WTRS/Ocala, FL PD/Prod. Dir. **Josh Jensen** who will take on Country WMIL, News/Talk WISN-AM and Adult Standards WOKY-AM...**Geri Richards**, midday gal at **Cumulus** rocker KLSZ/Ft. Smith, is movin' on up to the PD/MD position left vacant by **Ray Miller** when he took a PD spot at **Pearson** AAA KMAC/Harrison...**Todd Michaels** has left the building and his nighttime position at **Bonneville** Country WIL/St. Louis...**Saga** Oldies WODB/Columbus PD **Cary Pall** will be leaving when a replacement is found, likely around the first of the year...**Dave Roberts** has been promoted to PD at Classic Hits 94.7/La Crosse...Classic Rock WXKR/Toledo welcomes **Johnny "JR" Edwards** to his new role as morning guy...**Tommy Franks** is leaving his Dir. Of Programming position at Top 40 WNDV (U93)/South Bend, IN/ **Artistic Media Partners**...**Barry Thickk** is now the former nighttimer of Federated Media Active Rock WBYR (The Bear)/Ft. Wayne as he has left the station.

Mike Reis, the "Voice of the Saluki's" - that would be teams belonging to **Southern Illinois University/Carbondale** - will be inducted in the *Illinois Radio Hall of Fame* in January 2005. Mike was Sports Director and play-by-play man at WCIL AM/FM in Carbondale, IL from 1978-1997. (Next time you're asked to appear on **Jeopardy**, and you see the following on the board under the category "Weird Animals and Universities in Illinois" - "An Egyptian racing dog, so named because Southern Illinois University and Carbondale are in an area of the state known as Little Egypt" - punch the buzzer and quickly blurt, "What is a Saluki and why on earth would it become a damn college mascot?!") Congrats, Mike!

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

CONCLAVE XXX - HARD CORE RADIO

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Learning Conference
July 20-24, 2005

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Saving Public Airwaves: a Commentary. While not involving radio, the decision by many television companies not to air *Saving Private Ryan* on Veterans Day DID involve a form of media censorship that dangerously slapped at the very thing those veterans battled to protect. Ironically, the men saw fighting/dying/cussing in the **Spielberg** movie fought and died in order to allow us the freedom to experience the movie's dramatic, truthful portrayal of war. With similar irony, those same stations seemed to have no difficulty airing the shooting of an allegedly unarmed soldier during newscasts that happened within 48 hours of the movie's censoring. Let's see if we get this straight. Airing graphic battlefield death in a broadcast movie = not okay. Airing of an actual battlefield killing of another human on the 10 O'clock news = okay. Airing the language of war which includes epithets like the word "fuck" = not okay. Airing the same word in a newscast, uttered in 2 instances by soldiers who allegedly performed the battlefield killing = okay. Apparently, the fear of FCC fines caused these broadcaster's freedom of expression to fall into full retreat...an unfortunate, but well-worn path radio has traveled over the past 12 months. We think it's time to have that kind of governmental fear stop - and stop NOW! It's time to tell this generation's "moral majority (sic)" who screams a well-orchestrated "foul" whenever a movie like *Saving Private Ryan* plans to air - or when **Mancow** or **Stern** speak - to use their hard-won American freedom...to flip their dial or turn off their TV/radio. It's time to have our elected officials stand up for the true majority of the electorate who are fully capable of exercising their freedom to choose, instructing commissions such as the FCC concentrate on their mandated regulatory powers and stay out of the content business. If they do not, the march of over-the-air radio creativity to satellite radio - or worse yet, to evaporate entirely - will continue. But who's kidding whom? Our country's leadership - awash with a self-proclaimed "mandate" in a euphoric search for "moral value" - will continue to trample on the very freedoms Private Ryan fought for and won. As a result, the nation's artistic community, of which radio had been a charter member, will continue to operate under a cloud of fear. But for each instance of freedom-theft, an opportunity will grow for radio. In its quest to satisfy Big Brother's need to clean up our amoral airwaves, radio may stumble upon a perfectly appropriate promotional opportunity: the staging an authentic book burning in the town square! And here's a suggestion. Let's start with history books. The lessons they taught seem to have been ignored lately, anyway. - TK

More good radio deeds were done in Michigan last week, when Country WYTZ/Benton Harbor set a record by raising over 120,000 pounds of food for their "**Stuff a Truck**" drive. Six and half semi's were stuffed with food for the **Southwest Michigan Food Bank**.

Jobs. Wanted-morning show host. If EOE laws allowed, you might even add the word "female" to the job listing! Tape/CD and resume' to KUSO PD **David Amick**, 214 N. 7th St. Norfolk, NE 68701 or email: dave@us92.com...**Clear Channel's** rock WIOT/Toledo has an immediate opening for an Afternoon Drive superstar. Send your materials to PD **Don Gosselin**, 125 S. Superior Street, Toledo, OH 43602 Links to demo websites are fine...Pop CHR top 200 Midwest market needs experienced PD and entertaining morning personality. Email resume & programming goals/philosophies — but no audio downloads — to **John Lund**, The Lund Consultants, Inc., John@Lundradio.com ... Energy, phones, personality needed for WUFM/Columbus' Rock/CHR Christian format, Learn more about the station at radiou.com, and then rush your digital aircheck, resume, and photo (if you have one) to jobs@radiou.com ...**Nebraska Broadcasting's** Broadcast House, a 5 station Lincoln cluster, is adding to their production department. Tape/CD and Resume with references to OM **J. Pat Miller**, 4343 O Street, Lincoln, NE 68510... **Clear Channel/Fort Dodge** needs Sales Reps. Resume, cover letter to BobStraczek@ClearChannel.com ... **Cumulus** Classic Rock KCRR/Waterloo has a rare midday opening to follow Bob & Tom. Send T & R to PD **Cory Ford**, 501 Sycamore St., Suite 300, Waterloo, IA 50703. Email to cory.ford@cumulus.com ...**Key Broadcasting's** WIMC-WCVL-WCDQ Radio in Crawfordsville is expanding it's sales staff. Resumes to **Key Broadcasting**, P.O. Box 603, Crawfordsville, IN 47933... **NextMedia** is in search of a Suburban Chicago Operations Manager. Cover letter & resume to jobs@nextmediachicago.com or fax it to (815) 577-9231...**NextMedia's**The Wolf, Milwaukee's newest country station is seeking a morning co-host. Send your package to Director of Programming **Dana Jang**, 2410 B Caton Farm Road, Crest Hill, IL 60435...**Cox Radio/Dayton** has an opening for a Database Manager/Promotions Coordinator. Resume to: OM **Nick Roberts**, 1414 Wilmington Ave, Dayton, OH 45420 or email nick.roberts@cox.com...**Cumulus Media's** KKLS (Hot 104.7) Sioux Falls is on the prowl for a great PD. Send your package ASAP to OM **Scott Maguire**, 5100 S. Tennis Lane, Sioux Falls, SD 57108 OR e-mail scott.maguire@results-radio.com ...**Good Karma Broadcasting's** ESPN Radio/ Milwaukee is looking for a producer. Cover letter and resume to: billjohnson@espn1510.com ... **Citadel** CHR WIOG/Saginaw is seeking a new Morning Show Host. Send your most impressive stuff to PD **Brent Carey**, 1740 Champagne Drive N, Saginaw MI, 48604...**Infinity** country 99.5/Detroit has immediate openings for part-time on-air talent. Send air check and resume: **Chip Miller**, Program Director, 26555 Evergreen Rd, #675, Southfield, Michigan 48076 or Email: chip.miller@infinitybroadcasting.com...All **TATTLE** job postings represent equal opportunities, and are included free of charge each week. To post your opening, email Tom Kay at tomk@main-st.net.