

THE
MAIN STREET
Communicator Network
TATTLE R

Publisher • Tom Kay/Main Street Marketing & Promotion

"All the news that fits, we gits!"

Java Joel Murphy has been fired from **Clear Channel** WKSC-FM/Chicago. The nighttime personality made a joke about adopting "three black kids" and "taking them to the zoo to see where they came from" on January 11. Only one listener called to complain, but that was enough to send the 30-year old personality packing the very next day. Murphy was quoted in the **Chicago Sun Times** yesterday as saying, "I crossed the line, a listener heard it, she called my boss, and I was fired...I think they wanted to do damage control before any damage was done. In this day and age, I can't say I blame them...If I could take it back, I would. I'm sorry. Believe me when I say my intention was not to hurt."

Minneapolis 2004 Fall Book. Nice showing for **Clear Channel** country KEEY, and the Christmas format propelled **Infinity** AC WLTE and **Clear Channel** oldies KQQL to nice fall numbers. KQRS-FM 9.8-8.6, WCCO-AM 9.3-8.0, KEEY-FM 6.3-7.5, WLTE-FM 4.8-5.5, KDWB-FM 4.4-4.7, KSTP-AM 6.0-4.6, KTCZ-FM 4.0-4.6, KXXR-FM 4.6-4.2, KQQL-FM 3.4-4.2, KSTP-FM 4.1-3.6, KTTB-FM 2.7-3.2, WXPT-FM 3.4-3.1, KJZI-FM 2.3-2.4, KFAN-AM 2.2-2.4, WWTC-AM 1.6-1.8, WDGY-AM 1.0-1.3, KLBB-AM 1.4-1.3, WFMP-FM 1.2-1.0, KLCI-FM 0.7-1.0, KTNF-AM *-0.8, WGVX-FM 1.1-0.7, WGVZ-FM 0.6-0.6, WWJO-FM 0.4-0.5, WGVY-FM 0.2-0.3, KLBP-AM 0.1-0.1. All fall quarterlies found in this *Tattler* are 12+, M-Su, 6A-12M, Summer 2004-Fall 2004 comparisons © 2005, **The Arbitron Company**. All rights reserved.

Have you ever been reprimanded for being a pack rat? Still holding on to that Language Arts test you got a perfect score on in third grade? Well, if you're lucky, you might be able to score some cash for your memorabilia like **Jared "Subway" Hart**. The producer of KFAB-AM/Omaha's **Tom Becka Show** is auctioning off some of his childhood treasures on eBay, including school essays, 190 pictures, his D.A.R.E. certificate, and a prized teddy

bear by the name of Mr. Snuggly Huggily. **Jay Leno** mentioned it on his show last Friday (1/14) and the bidding topped off at \$267.00. (plus sales tax and shipping charges)

The hasty January 3rd exit of **Emmis** WNOU/Indianapolis co-host **Dennis "Billy Breeze" Grubbs** has finally been explained in a recent article in the **Indianapolis Star**. Turns out Breeze aired the phone number of **BonnieJean Ventress** on December 9th, urging listeners to call the number to harass the woman, even offering a prize to the person who could give her the most trouble. Ventress is suing Emmis and Grubbs for pain and suffering, claiming that the calls included death threats. She also says that she had a relationship of a sexual nature with Grubbs. Neither Emmis nor WNOU has commented on the matter.

St. Louis 2004 Fall Book. There's **Infinity** N/T KMOX and AC KEZK, and then the rest. KMOX-AM 11.5-11, KEZK-FM 6.2-7.8, WIL-FM 5.6-5.5, KMJM-FM 5.5-5, KSD-FM 4.2-4.5, KSLZ-FM 4.2-4.5, KSHE-FM 5.7-4.3, KYKY-FM 3.1-4.2, KLOU-FM 5-3.9, KIHT-FM 3.7-3.8, KFTK-FM 2.5-3.4, WSSM-FM 2.5-3.4, KPNT-FM 4.2-3.4, KTRS-AM 3.3-3.3, WVRV-FM 3.4-3.2, KATZ-FM 3.9-2.9, WFUN-FM 2.8-2.4, KFUE-FM 1.5-2.2, KATZ-AM 2.4-1.9, WRDA-FM 1.9-1.5, KFNS-AM 1.2-1.2, WESL-AM 0.7-0.9, KNSX-FM 0.4-0.8, WRTH-AM 0.7-0.7, WGNU-AM 0.6-0.4, KFNS-FM 0.1-0.1.

Congrats to **Sony/Nashville** President **John "Mr. Mellow" Grady** on his induction into the **Nebraska Rock & Roll Hall of Fame** in the "Professional Excellence" category. The O'Neill, NE native began his career as an **A&M** college rep at St. John's U/Collegeville, MN and ultimately landed major national gigs with Arista and Mercury. He was named to head Sony last year.

In the ever-shifting world of radio, it's a rare thing for an on-air personality to be at the same station for over a decade...so how about just over a quarter of a century? On Friday, January 21 **Kim Farris** will mark her 26th year at **Radio One** Top 40 WGTZ/Dayton. The format has changed several times since Farris was first hired at **Great Trails** Beautiful Music WJAI, from Country to Big Band to its current incarnation. Ownership has changed hand four times, PD's have come and gone, as have Farris' co-hosts, but Farris has remained. She had this to say, "I've had the good fortune to work with some of the best in our business. I've listened to and have learned something from each of them. 26 years later ... I'm still learning and still loving radio. I see each day as another opportunity to share a smile and positive spirit. I am enjoying an amazing ride and know that I've been truly blessed."

Richard Marx
Ready To Fly
R&R R&R
Hot AC AC
36 24
Monitor Monitor
AC Adult T40
22 37

LOW MILLIONS **ELEANOR**
R&R R&R
Hot AC Adult
26 27
Monitor
Top 40

Detroit 2004 Fall Book. **Clear Channel** AC WNIC gains over 2! WNIC-FM 3.5-5.8, WMXD-FM 5.7-5.6, WWJ-AM 5.1-5.4, WJR-AM 5.1-5.3, WOMC-FM 4.6-5.1, WJLB-FM 4.9-4.9, WVMV-FM 4.5-4.8, WRIF-FM 4.6-4.5, WYCD-FM 4.6-4.3, WMGC-FM 3.6-3.9, WKQI-FM 3.9-3.7, WDTJ-FM 3.5-3.6, WCSX-FM 3.8-2.8, WKRK-FM 2.5-2.7, WDRQ-FM 3.1-2.7, CIMX-FM 3.1-2.6, WDVD-FM 2.7-2.5, WDMK-FM 2.4-2.4, WDTW-FM 3-2.2, CKWW-AM 1.8-1.8, WGPR-FM 1.3-1.5, WDFN-AM 1.3-1.5, WMUZ-FM 1.1-1.2, WXYT-AM 1.5-1.2, WCHB-AM 0.8-0.9, CIDR-FM 0.8-0.9, WWWW-FM *-0.5, CKLW-AM 0.4-0.5, WRVF-FM *-0.4, WKKO-FM *-0.4.

Fire at the homes of **David Keister**, owner of **Mid-America Radio Group**, is suspected to be arson. Police Chief **Franz Hollanders** of Marinsville, IN told the local **Reporter-Times** that several threatening letters had been received by Keister. In September, one house was destroyed and the other just last week. There were no injuries, but police are looking into who might hold a grudge against Keister.

PD/morning host **Pat O'Neil** has been named the new OM for **Mid-west Family Radio/Madison**. Under his new title, O'Neil will monitor Adult Standards WTUX-AM and Country WWQM. The other stations in the cluster, including Spanish WJJO, Rock WJJO and Talk WTDY-AM, will be the responsibility of **Randy Hawke**, who is also the PD at WJJO.

Cleveland 2004 Fall Book. **Infinity** AC WDOK nearly upends **Clear Channel** oldies WMJI. WMJI-FM 8.6-8.5, WDOK-FM 6.6-8.3, WTAM-AM 8.4-7.0, WZAK-FM 6.2-6.9, WGAR-FM 6.6-6.0, WENZ-FM 5.1-5.8, WNWV-FM 4.5-5.5, WNCX-FM 6.9-5.4, WAKS-FM 4.9-5.0, WMMS-FM 3.7-3.9, WFHM-FM 2.0-3.0, WMVX-FM 3.1-2.9, WQAL-FM 3.0-2.9, WKNR-AM 2.1-2.6, WXTM-FM 2.4-2.4, WCLV-FM 1.8-1.8, WRMR-AM 0.8-1.5, WJMO-AM 1.2-1.1, WQMX-FM 1.1-1.1, WKKY-FM 0.9-0.8, WONE-FM 0.9-0.6, WABQ-AM 0.6-0.5, WEOL-AM 0.4-0.4.

Changes. **Clear Channel** Urban WJLB/Detroit weekend guy **Dr. Darrius** steps into the afternoon slot vacated by **Reggie Reg...** **Entercom** Top 40/Tyhythmic KDGA/Wichita has promoted nighttimer Mac Payne to MD...**Joey Tack** will leave his position as MD/night guy at **Mercury** Top 40 WHTS/Quad Cities. Where he moves on to is not currently known. **Clear Channel** Top 40 WDKF/Dayton has a new MD in night jock **Drake**.

Dale Spear, 10-year veteran VP of Programming and Acquisitions for **Public Radio International**, has been named GM for **Radio for Milwaukee**. In addition to being in charge of development for formatting and programming, Spear will run the hiring dept. and manage on -air, sales and promotional staff. Radio for Milwaukee is the musician-run entity that recently inked a seven-year deal with **Milwaukee Public Schools** to take over WYMS.

WXDX-AM/Detroit, announces a flip to **Air America** liberal talk format. This will be the third **Clear Channel** station to make this switch. Like sister station WSAI-AM/Cincinnati, WXDX will air **Jerry Springer's** morning show from 9-noon. The station tells the **Detroit News** that they will also air a local show featuring **Nancy Skinner**.

WANTED: YOUR CONCLAVE MEMORIES!

What's your favorite Conclave memory-

- A speaker/keynoter? • An inspiring session?
- A special Conclave event? • Someone you met?
- A great photo? • A Conclave tchotchke/souvenir?

Help the Conclave prepare for 2005's 30th anniversary gathering. immortalize your place in Conclave lore by sending your recollections, memorabilia and photos -you'll get 'em back!-to the Conclave office: 4517 Minnetonka Blvd, #104, Minneapolis, MN 55416 or by emailing ConclaveStories@aol.com



As the **Conclave Learning Conference** gets ready to celebrate 30 years of friendship, networking and continuing education for the radio and music industries, YOUR Conclave memories are being sought for a commemorative book that will be published and distributed to each attendee. Help the Conclave prepare the book by sharing a memory about your favorite Conclave experience. Was it a keynote? A format breakout? Someone you met? Was it was something that happened at an outside event like a Twins game, riverboat ride, zoo trip or music showcase, a special dinner, or drinks at your favorite watering hole? Would you like to share how someone you met at a Conclave changed the course of your career, or spurred you to even greater heights? Do you have a great photo to share? A piece of Conclave memorabilia you found poignant? (Of course, all photos/materials will be returned!) Whatever the memory, the Conclave wants to know about it. Got more than one tale? Great...tell us about them all! We're in an industry that loves a good story, so immortalize yours in Conclave lore by sending your recollections and photos to: ConclaveStories@aol.com -or send them to the Conclave office.

Changes, Too. **Entercom** Top 40 WXSS/Milwaukee welcomes **Natalie Dipietro** back as Dir. of Marketing & Promotions, taking over for **Kelly Wallace**...**Infinity**/Kansas City's former VP/Dir. of Sales **Bill Newman** moves to the **Kansas City Chiefs** as their Sr. VP of Administration...Former PD and morning show host **Brian Casey** has left **Clear Channel** WMM/Toledo for the same duties at Hot AC WVTI/Grand Rapids. He replaces **Mark Feurie** who left to take over PD/night host at Classic Rock WBFX.

The **American Country Countdown (ACC)** will have a guest host this weekend as **Karen Dalessandro**, morning host at **Clear Channel** Country WMIL/Milwaukee, fills in for **Bob Kingsley**.

The "Drive-by" promotion sponsored by the **Des Moines Radio Group** area last Friday (1/14) has risen over \$154,00 for tsunami victims. Listeners from all the cluster's stations (Oldies KIOA, Hot AC KSTZ (STAR 102.5), Rock KAZR (LAZER 103.3), AC KLTJ (LITE 104.1), Contemporary Christian KPSZ-AM, (PRAISE 940), and Adult Standards KRNT-AM.), brought their donations to eleven **Dahl's Foods** locations where there were drop-off points manned by station staff and volunteers from **Mercy Medical Center**.

Also last Friday, Christian WBGL/Champaign, IL and **Convoy of Hope** united to raise over \$2,000 for tsunami relief.

“Jessie’s Girl”



Opinion- The Radio/Promotion Crisis: This time it's different.

If you're following the news, you know there has been a dramatic change in the way much of radio deals with record promotion – both label, and independent – and with the way the record industry deals with radio and independent promotion.

Beginning last November, companies like **Infinity** and **Entercom** joined the likes of **Clear Channel** and **Citadel** in dictating who programmers can speak with about music, and who they can't. Over the past couple of weeks, labels have gone on record about what they can and/or can't do with radio and independent promotion. The famed **Elliott Spitzer** investigation (the NY Attorney General who has been investigating the radio and record industry doing business in his state) prompted all this to occur. In the wake of all this, those practicing many forms of indie promotion have found doors closed to them at radio, with the per-station variety most prone to being banned from the programming offices of many of the aforementioned companies. And labels are now going on record prohibiting the providing of anything of value (more than \$25) in direct exchange for airplay. Already, many indies doors have closed (**Main Street's** has not) and at least 2 programmers have been dismissed because of alleged impropriety. There will be more.

Unlike other investigations in the past, this one isn't being nice and isn't going away. Mr. Spitzer is convinced that (pardon the scatological reference) if it looks and smells like shit, it must be shit. That means if radio received something from a label that may have affected airplay in any way – without an on-air attribution of the “payment” - someone is in deep doo-doo. If a station received a free or severely discounted artist appearance, the airplay of that artist will be scrutinized for effect. Thanks to **BDS** and **Mediabase**, it will be easy to document spins prior to and after a concert/radio show performance. Started spinning an artist right after they were announced on your show? Drop or cut spins right after the artist did your gig? Sorry...you've got a problem. Did your station receive a regular stipend from anyone, and did that person's paper trail include an invoice with your call-letters on it, indicating money (or other consideration) was paid to that person because your station added a record? Did any of this “consideration” show up as income for your station (or yourself) when you filed your taxes? If not, you've not only got a problem with the **FCC** but the **IRS** and **Justice** departments, as well. Sure, we've heard for years how proper all this was, that everybody did it, and “my boss knew about it.” These practices became an industry standard. Of course, no one had put it to any tests of legality because no one wanted to. Until Mr. Spitzer. So now radio is scrambling and offering sacrificial lambs. But that won't

be enough once Spitzer's investigation looks at individual station practices, payments from indies (and why a label paid them), paperwork from radio shows, tax returns, etc.

And what of those labels who put together new policies regarding all of the above since the new year began? Spitzer will be looking at what happened BEFORE these new policies were declared - and if we hear correctly, at least one high-profile label exec may be departing as a result.

FCC Commissioner **Jonathan Adelstein** – who has quietly asked questions about promotion practices over the past 2 years– smells blood in the water, and has asked his colleagues to investigate. His boss - outgoing FCC Chairman **Powell** - joined the parade last week.

It may be wishful thinking for those who long for status quo, but this isn't going to go away without a few more names hitting the headlines. (Don't waste your time pointing at Congress, crying hypocrisy over the practices of their lobbyists & gifts. Your Congressman/Senator doesn't possess a federal license to operate over the nation's precious radio frequencies and they aren't subject to ‘payola’ statutes. That there should be tighter rules on Congressional gift-taking is a whole other subject).

Times are very different than they have been during other investigations of the past. Radio ownership needs a friendly Congress to help unlock the FCC's freeze on continued consolidation and to be kinder on decency issues, just as it needs Wall Street to be much friendlier to the medium than it has recently. Record labels – those who are left doing business, anyway – need all the friends they can muster in government to help in their fight to end piracy, not to mention allaying investors who've grown weary of diminished sales and frivolous spending (sorry, one year of supposed sales increases doesn't make a dent in the double-digit downward CD sales trending over the past 5 years).

Now more than ever, both the radio and record industries need the support and trust of the listening and music buying community. Thanks to a year of bad public press beginning with Janet Jackson and concluding with Spitzer, both industries are now over the proverbial barrel in a big way. Our guess? Before **Conclave 30** convenes, many inside the industry will have exited for one reason or another. It won't just be the little guys who may have accepted a label junket. It'll include top brass. And it will affect the innocent, as well.

Whether we like it or not, the purge has just begun.

The clarion call to clean up our act has been loudly sounded.

Those who've chosen to stretch personal and business ethics – not to mention legality – in the quest of increased NTR are about ready to become a part of tomorrow's headlines.

If you know what the mere appearance of wrongdoing looks and smells like, you don't need be one of them.

-Tom Kay

Changes, 3. Night guy **Jet Black** left **Clear Channel** SKLZ/St. Louis for Top 40 WAKS/Cleveland where he'll take over nights for **Kane**...**Justin Bond** takes on PM drive duty as well as the role of webmaster at **Saga** Classic Hits WXTT/Champaign, IL...**Nextmedia** has promoted **Paul Kingman**, Dir. of Sales at Greenville/New Bern/Jacksonville, NC to GM. Also, at the Saginaw/Bay City/Midland cluster, **Floyd Evans** is upped to VP and GM.

Just 10 days remain to take advantage of the Conclave's \$199 early-bird registration. The Conclave's best deal ends Tuesday, February 1st! You already know **Mancow** will be presenting an uncensored keynote at the 30th annual Learning Conference (**Conclave XXX-Hard Core Radio**, July 21-24 in Minneapolis), and many more special guests and sessions will be announced in the coming weeks and months. The bargains don't stop with the earlybird rate either. Specially priced rooms at the host hotel – **The Marriott City Center** – are just \$105 (while they last). That's at least fifty bucks cheaper than group rates available elsewhere! Let's do the math. Registering for the 2005 Conclave before February 1st and securing a Marriott room for 3 nights will save a registrant at least \$250 over other conferences scheduled for next year...and that doesn't take into consideration the Conclave covers breakfasts and lunch throughout Conclave weekend, saving you even MORE! Register now! Visit www.theconclave.com for more details.



The **TATTLE** sends condolences to friends and family of **George Blum**, veteran upper Midwest broadcaster, who passed away on Monday (1/17) in Olivia, MN at the age of 82. Blum's career began at WKAT-AM/Watertown, SD where he was an announcer. He also worked at KMHK-AM, KORN-AM/Mitchell, SD and launched KORN-TV where he created the children's character **Colonel Korn**. Blum, along with his wife, owned and managed many station across North Dakota, Wisconsin, Montana and Minnesota. He and his sons recently built KOLV/Olivia, MN.

Jobs. Top 40 KZIA Cedar Rapids/Iowa City is looking for it's next evening star/assistant music director. Send your info to **Kevin Walker** at Kevin@kzia.com or mail to 1110 26th Ave SW, Cedar Rapids, Ia 52404-3430...**Mercury's** WHTS/Quad Cities looking for a MD/night guy. Please send your material to PD Tony Waitekus, 3535 E. Kimberly Rd., Davenport, IA 52807. Email is okay, but Tony sez "No big email files please...they muck up our steam-powered computer system!"...**WJAG-AM/Norfolk seeks a qualified, energetic part-time on-air person to fill a M-F on-air shift. Send tapes & resumes to PD Jeffrey Steffen, Box 789, Norfolk, NE. 68702...****New Radio Group/Ft. Atkinson (WFAW, WSJY, WKCH) is looking for a PT news reporter/anchor. T&R to OM Douglas Lundberg, Box 94, Fort Atkinson, WI 53538 no later than 2/28/05...****Marshalltown Broadcasting** Country KIX 101.1/Marshalltown, IA looking for Morning Show co-host. 1-3 years on-air experience and production skills required. Send tape and resume by 2/4 to Todd Collins, P.O. Box 698, Marshalltown, IA 50158 or todd@marshalltownbroadcasting.com...**Midwest Family** Active Rock WRQT/La Crosse, WI looking for morning host. Send materials to LaCrosse Mornings c/o **Brian Michaels**, WRQT, 201 State St. La Crosse, WI 54601...**Metro Networks/Shadow Broadcast Services** is seeking candidates for potential part time and full time openings for traffic anchoring and/or news on network affiliates, some writing duties. Please submit a tape and resume to Metro/Shadow – Detroit, OpDir **Howard Bouton**, 3000 Town Center – Suite 2160, Southfield, MI 48075...**JR Broadcasting** AM 950 *Air America Minnesota* seeks on-call producer/board-op for specialty and sports programming. Basic computer skills, drivers license and knowledge of Phantom required. E-mail resumes and mp3's of your work to jobs@950airamerica.com...**Cumulus** Oldies WOGB/Green Bay looking for FT morning

show co-host. Computer skills, knowledge of Selector and productions skills preferred. T&R to **Dan Markus**, PD, WOGB, 810 Victoria St., Green Bay, WI 54302...**Clear Channel** CHR 92.7 Kiss-FM/Southern Illinois seeks afternoon. Imaging and programming skills a plus. Send package to **Paxton Guy**, 1822 North Court Street, Marion, IL 62959...**Citadel** Country WMDH/New Castle, IN seeks morning show co-host, possible MD. Also looking for PD who can handle two stations and an air-shift. Morning show send cover letter, resume & tape - PD send resume /productions samples (mp3s) to **Jay Michaels**, PD, WMDH, 1134 State Rd. 38 W, New Castle, IN 47362...Classic Rock WYHY/Rockford looking for PT jocks. Send air-check & resume to WYHY Sandy Hollow Rd, Rockford, IL 61109 or crull@radioworks.net...**Racine Broadcasting** Heritage News-Talk WRJN-AM looking for announcers to introduce programs and music, and to read commercial copy and public serve announcements. Send resume and unscoped aircheck by 2/10 to **Don Rosen**, PD, 4201 Victory Ave, Racine, WI 53405...**Susquehanna** Gold 104.5 looking for morning show co-host. Show-prep ability required. Send resume & tape to PD **Steve Cannon**, 6810 North Shadeland Avenue, Indianapolis, Indiana 46220...Tri-station cluster in MN looking for PT wknd on-air talent for country, oldies and light rock. Sports play-by-play, computer skills, and knowledge of Scott System a plus. Send resume along with cassette/CD to PD **Rob Ryan**, PD, K-95/KDJS/The River, 730 Highway 71 NE, Willmar, MN 56201 ore-mail/mp3...Rock WJAA/Seymour, IN seeks MD with production experience and proficiency in Cool Edit. Send materials to 1531 West Tipton St., Seymour, IN 47274 or radio@wjaa.net...**Cumulus** Hot 104.7/Sioux Falls is looking for a PD. Applicants should have experience in the format and knowledge of Selector. Send your resume, MP3 and programming philosophy to **Scott** at tracker@results-radio.com...**The Randy Lane Company** is accepting MP3s, tapes and resumes for several morning show positions. You need to be able to generate street buzz, do killer phones, and talk to the target audience. Send your tapes to **Stan Main**, 113 Golfside Parkway, Rochester, NY 14610 or email to randylanetalent@yahoo.com...**Clear Channel's** most familiar brands: KAT 103 Country/US 93.3 Legendary Country, #1 KFAB News/Talk, KGOR Oldies and KEFM AC need sales-management talent. This is a key DOS/GSM position for an experienced manager. Contact **Mitch Baker**, 5010 Underwood, Omaha, NE 68132 mitchbaker@clearchannel.com. All positions listed in the **TATTLE** represent equal opportunities and are provided free of charge. No calls unless otherwise specified.