

# THE MAIN STREET Communicator Network TATTLE R

Publisher • Tom Kay/Main Street Marketing & Promotion

*"Received by many. Understood by few!"*

A criminal mastermind's machiavellan scheme unraveled in Chicago...when he called into **Clear Channel WKSC/KISS-FM** to brag about his bank robbing escapades. The robbery of a **TCF Bank** in South Chicago last April was still unsolved in the fall when an employee heard someone talking about it on the radio. In a criminal report only made public this week, the **FBI** details how they were able to trace the call to the cellphone of one **Randy Washington**. Assistant U.S. Attorney **Terra Brown** said, "We had no leads until one of the individuals in the robbery called 103.5. The details he provided were incredibly helpful in moving this investigation forward." Smart, that one.

**Dueling pledge drives?** A battle-for-the-contributor is happening in Minneapolis/St. Paul public radio this week, as **Minnesota Public Radio's** eclectic newcomer, **KCMP-FM**, and the Minneapolis Public School System's student-run jazz **KBEM-FM** are both conducting pledge drives. As you know, **KCMP** signed on last month on the former **WCAL** frequency (MPR bought **WCAL** from nearby St. Olaf College, and flipped it from classical). And **KBEM** had its financial feet yanked out last month when the state legislature dramatically cut its funding as the metro's official **Dept. of Transportation** traffic station (**Clear Channel/Minneapolis** subsequently came to the rescue with a \$25,000 donation a few weeks ago). Commercial radio has long had individual station battles as a part of its illustrious programming and marketing history, but its far less common for public stations to duke it out in simultaneous fund drives. **Steve Nelson**, PD of **KCMP**, said the scheduling was coincidental with all the MPR stations (the classic music station and the news station) conducting their drive together. **Kevin Barnes**, head of **KBEM**, also called the happenstance "just one of those things." Echoing Nelson,

Kevin said their drive was put on the calendar last year, without knowledge of when MPR would be running theirs although he admitted **KBEM** does check with other public stations (like **KFAI**) to make sure their drives are conducted at different times. He said he doesn't have that same dialogue with MPR. So, those believing the corporate giant (MPR) was making an attempt to compete for funds with the public school station might be creating more of a plot than actually exists. At least, that's their respective stories...and they're sticking to them.

Who says Minnesota is part of fly-over country? We're bound to take a leap up in social stature with the news that **Radio One** Top 40/Rhythmic **KTTB/Minneapolis** night jock **Jason "Big Tyme" Jones's** (info was amongst those in **Paris Hilton's** now infamous **T-Moblle** Sidekick. The heiress' personal phone book, containing the personal numbers and email addresses of big names like **Eminem, Lindsay Lohan, Christina Aguilera, Andy Roddick, Ashlee Simpson, Victoria Gottie, Vin Diesel** and **Anna Kournikova** was hacked into and has been appearing all over the internet. Fortunately, the hacker was unable to put **The Tattler** (Paris' code-name: "Biggest Font") on the web with the others. Whew!

The **Illinois Broadcasters Association** has some new additions to its **Hall of Fame**. **WGN-AM/Chicago** agriculture reporter and host **Orion Samuelson**, along with actor **Jim Belushi** will be inducted in a ceremony held in Peoria on June 7<sup>th</sup>.

**Emmis Communications** CEO and former **Seattle Mariners** owner **Jeff Smulyan** has taken steps to get back into the **Major League Baseball** game, investing personal money in the new **Washington Nationals** franchise. Additional partners will likely join.

*Appleton-Oshkosh Fall Book.* **Midwest** country **WNCY** maintains. **WNCY-FM** 13.5 - 12.4, **WIXX-FM** 9.3 - 10.6, **WAPL-FM** 6.7 - 8.3, **WVBO-FM** 6.7 - 5.5, **WOZZ-FM** 3.2 - 5.3, **WROE-FM** 5.3 - 4.1, **WHBY-AM** 5.3 - 3.9, **WECB-FM** 1 - 3.7, **WNAM-AM** 2.8 - 3.7, **WPKR-FM** 4.2 - 3.7, **WQLH-FM** 4.8 - 2.8, **WWWX-FM** 2.4 - 2.5, **WLYD-FM** 2 - 2.3, **WOSH-AM** 0.6 - 2.3, **WTAQ-AM** 1.2 - 2.3, **WTMJ-AM** 2.2 - 2.3, **WGOB-FM** 3.6 - 2.1, **WDUZ-FM** 0.8 - 1.4, **WJLW-FM** 0.4 - 1.4, **WKSZ-FM** 2 - 1.1. All Fall quarterlies in this **TATTLE R** are 12+, M-Su, 6A-12M, Spring 2004-Fall 2004 comparisons, unless otherwise noted. © 2005, **The Arbitron Company**. All rights reserved.

**Jessie's Girl**  
Friffin  
ADDED KLAL, WXXX!  
WNCI 33x WPRO 22x

**JOSS STONE**  
Right To Be Wrong  
WWZ 54x!  
KFMB 32x!  
KALC 30x!  
ADD WPEK!

**LOW MILLIONS** **ELEANOR**

**R&R  
Hot AC**

**Monitor  
Adult  
Top 40**

**26**

**25**

**Richard Marx** Ready To Fly

**ADD KBAY!  
KXLT 19x!  
KLTJ 19x!  
KSTZ 26x!**

**Hitpredictor = #2 Mainstream A/C**

**Mediabase AC = 22\***

**Mediabase Hot A/C = 22\***

WQBW-FM/Brookfield, WI is now the proud owner of “*The Worlds Longest French Fry*”. The item was one among many that the station auctioned off on-air earlier this month. The station ended up buying the odd food item for \$250. “We talked about it,” said **Ken Kohls**, the marketing manager of the station known as *The Brew*. “We wanted to make sure that somebody wouldn’t buy it and eat it.” WQBW plans to use the fry, now sprayed with protective varnish and preserved in a glass case, for promotional purposes.

“Mom, when I grow up I want to hang 30 feet over a major highway to raise money for the **Children’s Miracle Network!**”...or this is what *The Tattler* imagines might have come out of the mouth of **Infinity** Top 40 KMXV/Kansas City morning guy **Ponch**. Despite the freezing cold and his acrophobia, Ponch hung for 50 hours, ending at 10am on Thursday (2/24), to kick off the **Rocket & Teresa’s Mix for Kids Radiothon** (March 2-4). See kids, dreams *can* come true!

*Bismarck Fall Book.* **Clear Channel** country KQDY moves to the head of the class. KQDY-FM 14.6 - 18.9, KFYZ-AM 12.2 - 12.6, KBMR-AM 14.6 - 11.8, KBYZ-FM 12.2 - 11.8, KACL-FM 8.9 - 9.4, KKCT-FM 8.1 - 6.3, KYYY-FM 4.9 - 6.3, KSSS-FM 11.4 - 5.5, KXMR-AM 1.6 - 3.1, KLXX-AM 1.6 - 1.6, KNDR-FM 2.4 - 1.6

State Senator **Joel Heitkamp** (D-Hankinson) has been named as successor for **Ed Schulz** on **Clear Channel** Talk KFGO-AM/Fargo’s **News Talk and Views**. Long-time host Schulz moved on in December of last year, but his voice is still heard on KFGO via his syndicated **Jones Radio/Democracy Radio** show. Heitkamp will wait until the end of the current legislative session to join the station.

*Rumor:* Is a well-known **Arbitron’s** honcho on the move? Could it be something ‘personal’?

*Changes:* Shocker! **Paul Williams**, former Promo god at KDWB/Minneapolis in the **Brian Philips** era in the late 80’s/early 90’s, has exited his PD slot at **Susquehanna** Country KPLX/Dallas...PD **Ryan Sampson** will leave **Three Eagles** Top 40 KFRX/Lincoln on March 4<sup>th</sup>...**Rock & Roll Hall of Fame** member **Dick Biondi** has signed a multi-year agreement with

**Infinity** Oldies WJMK/Chicago...**Cumulus** has named **Brian Olson** as the new market manager of their eight-station Toledo Cluster, replacing **Kathy Stinehour**. The latter left in December for a position with **Archway Broadcasting**.

**Carole Buck** will be accepting an award for her late husband **Jack Buck** at the **NAB 2005 Radio Luncheon** in Vegas on April 19<sup>th</sup>. Buck, former voice of the **St. Louis Cardinals** on KMOX/St. Louis and current **NAB Broadcasting Hall of Fame** inductee, will be honored by **Baseball Hall of Famer** and former **St. Louis Cardinal** shortstop **Ozzie Smith** at the affair.

*Boise Fall Book.* **Forstmann** country KQFC moves into the lead chair. KQFC-FM 7.1 - 7.4, KIDO-AM 6.9 - 7, KIZN-FM 7.9 - 6.6, KBOI-AM 5.2 - 6.4, KXLT-FM 5.2 - 6.2, KTHI-FM 6.9 - 5.4, KCIX-FM 6 - 5.2, KQXR-FM 3.3 - 5.2, KZMG-FM 3.8 - 4.8, KSAS-FM 2.7 - 4.1, KJOT-FM 4.4 - 3.7, KKGL-FM 4.2 - 3.7, KLTB-FM 3.5 - 3.5, KRVB-FM 4.2 - 3.5, KGEM-AM 3.1 - 2.3, KJHY-FM 1.3 - 2.1, KFXD-AM 1.9 - 1.7, KTIK-AM 1.9 - 1.7, KBXL-FM 0.6 - 1, KDZY-FM 0.6 - 1

*Champaign Fall Book.* **Saga** country WIXY stays #1. WIXY-FM 14.9-14.8, WDWS-AM 12.2-10.3, WHMS-FM 7.4-6.4, WLS-AM 3.2-6.4, WLRW-FM 4.8-5.4, WGKC-FM 4.3-4.9, WQQB-FM 4.8-4.9, WCZQ-FM 5.9-4.4, WEBX-FM 1.6-3.9, WEVX-FM 1.1-3.9, WKIO-FM 4.3-3.9, WPGU-FM 2.7-2.5, WBCP-AM 1.6-1, WSCR-AM 0.5-1, WACF-FM 0.5-0.5, WBBM-AM 0.5-0.5, WGCY-FM 1.1-0.5, WJCI-AM 0.5-0.5, WSOY-FM 0.5-0.5, WWHP-FM 0.5-0.5

*Changes, 2:* **Nicki Morse** will leave **Clear Channel** AC WRSN/Raleigh to join **Susquehanna** Oldies WGLD/Indianapolis’ **The Gold Good Guys Morning Show**. She’ll share hosting duties with **Bruce Elscott** under the production skills of **Jeff Angel**...**Clear Channel** Urban WGCI and Gospel WGRB-AM/Chicago have a new PD! **Larry Howard** comes to them from sister Urban WJLB/Detroit...The **Lynch and Myers** morning show on **Clear Channel** 80’s Rocker WBQW/Milwaukee names **John Vina** as producer...Top 40 WRTS/Erie, PA welcomes **Dan Edwards** back to **Nextmedia** as PD. He comes to them from **Cumulus** Top 40 KKCT/Bismarck, ND.



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**All Spitzer, all the time. Clear Channel, Entercom, Infinity and Cox** were among the receivers of subpoenas from New York Attorney General **Eliot Spitzer** earlier this week. His probe of independent record promoters began last fall but so far, he's identified no wrong-doing. However, Entercom and Infinity both fired PDs reputedly in response to the probe. According to a report in *RBR/TVBR*, a spokesperson for Spitzer indicated his office was trying to build a case that payments and gifts from indies to radio stations or their employees were in violation of New York state statutes on deceptive business practices (although there's a federal law against payola, there's no specific state statute in New York relating to the practice). *Comment: Shortly after receiving their subpoena, Clear Channel jettisoned the PD of their Chicago GOSPEL (!) station, ostensibly for payola reasons. Wow. If the gospel format is the being scrutinized, we can't wait to see what happens when authorities examine the history of promotional relationships inside the more prolific music formats. While it's true the big dogs of indie promotion have basically left the building, an examination of radio/record promotion activity over the past 3 years - assuming some key invoices possessed by labels hasn't hit the shredder - should still provide interesting reading for Mr. Spitzer. And it's no secret he'd like to nail a few programmers AND label exec's on his way to becoming the governor of New York. Like we've been saying, if you added music based on the merit of the song, avoiding the promotional baggage and entrapments behind it...you'll be just fine. If not, it might be time to think about enrolling in that real estate extension class.*

KIIC/Osceloa-Lamoni, IA has returned to the airwaves with the calls KOWI. Formerly a country station, KOWI will now be a noncommercial airing **Iowa State University's WOI-AM/Des Moines.**

Interesting **Arbitron** study: Arbitron's *Power of Hispanic Consumers Study 2004-2005* shows that Hispanic consumers are heavier users of radio than newspapers or TV. They spend significantly more time with radio than Non-Hispanics, averaging 22 hours and 30 minutes per week. Hispanic Americans spend half their radio time listening to Spanish-language formats. If there's not an Hispanic station operating in your Midwest market, stand by...there will be. If there isn't before you pack up and head for the Conclave Learning

Conference in July, make sure you'll be sitting in the front row for the Hispanic Format Symposium!

The passing of **Hunter S. Thompson** this week reminds us that one of the most poignant music industry quotes in history belongs to the gonzo journalist: *"The music business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free, and good men die like dogs. There's also a negative side."* Rest in peace, Hunter.

*Duluth-Superior Fall Book.* Third to 1<sup>st</sup> for **Midwest** N/T KDAL. KDAL-AM 8.3 - 8.9, KKCB-FM 9.1 - 8.9, KLDJ-FM 8.3 - 7.3, KBAJ-FM 10.3 - 6.9, KDAL-FM 6.3 - 6.9, KQDS-FM 10.3 - 6.9, WEBC-AM 1.2 - 6.9, KRBR-FM 6 - 6.1, KBMX-FM 4.4 - 5.7, KTCO-FM 6.3 - 5.7, WWAX-FM 6 - 4.5, KZIO-FM 2.8 - 2, WKLK-FM 2.4 - 1.6, WKLK-AM 1.6 - 1.2, WMOZ-FM 0.8 - 1.2, KQDS-AM 0.4 - 0.8, WGEE-AM 0.4 - 0.8, WTBX-FM 0.4 - 0.8, WWJC-AM 0.4 - 0.8, WDSM-AM 4 - 0.4, WNXR-FM 0.8 - 0.4

**30 YEARS OF THE CONCLAVE - 1977.** The *TATTLER* continues its 30-year retrospective of the summer **Conclave Learning Conference.** This week, 1977! In the 2nd Conclave year, **Fleetwood Mac** released *Rumors*- an album producing 4 top 10 hits while selling 13 million copies. **Elvis** dies. The **Clash** is born. **Saturday Night Fever** confirms disco is king in America. The #1 song during Conclave week: **Stevie Wonder's "Sir Duke."** 1977's #1 song: **Debbie Boone, "You Light Up My Life."** 1977's #1 movie: **Star Wars!** *Roots* becomes TV's most successful mini-series. WKQX/Chicago is born from WNIX. U.S. Appeals Court overturns **FCC** obscenity ruling. **Harte-Hanks** purchases **Southern Broadcasting** for a whopping \$57 million. **Charley Lake** becomes the **Bartell** Nat'l PD. **Joel Denver** becomes PD of WMJX/Miami, while **Dan Halyburton** moves to WDGY/Minneapolis. **Marc Nathan** becomes the **Mushroom Records** Nat'l Promotion Director. **Don Ienner** gets the Nat'l job at **Millennium Records.** **John Grady** becomes an **A&M** College rep at St. John's University. At the second Conclave, a faculty including **Bob Wilson, Bob Pittman, Dennis Becker,** and **John Sebastian** hold court. The program reads: "There will be no awards, no performing artists, and no hospitality suites." The Sunday morning getaway brunch makes its first Conclave appearance!

**Changes III:** Midwest Communications WNFL-AM/Green Bay will make a flip from Sports/Talk to an all Sports format, as WTAQ-AM *Fifth Quarter Packers* host Mark Daniels **joins as PD...** Mack @ Night leaves his slot at Top 40 WFKS/Jacksonville to take on similar duties at Clear Channel Top 40 WKSC/Chicago. He'll **occupy the Java Joel spot...** Citadel Country WTNR/Grand Rapids brings on morning duo Wilhite & Wall from WYCD/Detroit.

**Jobs.** Duluth-Superior's AM 560 The FAN (WEBC) is looking for the next great baseball play by play guy to handle Duluth Huskies broadcasts. The season starts in early June and ends in Mid-August. Send your R&T to AM 560 The Fan, Attn: **Program Director**, 14 East Central Entrance, Duluth, MN 55811 or [briandennish@clearchannel.com](mailto:briandennish@clearchannel.com) ...**Prairie Radio Communications** Classic WCDD/Canton, IL is looking for an Afternoon Drive Air personality. Duties include production, remotes, and a live shift 3 to 7 Monday through Friday, and a live weekend shift. Experience required. Send package to **Alan Hoover**, PD, WCDD, PO Box 600, Canton, IL 61520 or [alanhoover2001@yahoo.com](mailto:alanhoover2001@yahoo.com)... **Regent Communications** Top 40 WBNQ/Bloomington, IL has an immediate opening fo nights. Send T&R by March 2 to **Tony Travatto/WBNQ**, 236 Greenwood Ave., Bloomington, IL 61704 or [tony@wbng.com](mailto:tony@wbng.com) ...**Cumulus** Country WPCK/Green Bay looking for a morning air talent. Send T&R to **Dylan Fletcher**, 810 Victoria St. Green Bay, WI 54302 or MP3 to [Dylan.fletcher@cumulus.com](mailto:Dylan.fletcher@cumulus.com)...News Talk WMBD-AM/Peoria, IL needs reporter-anchor. Send tape/CD/mp3 and resume to **Dave Dahl**, ND; WMBD-AM; 331 Fulton St, #1200; Peoria IL 61602 [davedahl@1470wmbd.com](mailto:davedahl@1470wmbd.com) ...Christian WQFL/Rockford, IL looking for experienced PT talent to fill a live 6PM-10PM evening slot Monday through Friday. Send T&R to **Chris Carmichael**, Positive Hit Radio, 101QFL, PO Box 2730, Rockford, IL 61132 or [carmichael@101qfl.com](mailto:carmichael@101qfl.com)...**Metro Networks** in Milwaukee is looking for a full time Producer/Traffic Anchor to work a split shift nd anchor reports as well as gather and coordinate traffic info. Send your T&R to Metro Networks, **Mike Kristof**, Director of Operations, 633 W. Wisconsin Ave. #1910, Milwaukee, WI 53203...**Clear Channel/Minneapolis** has several openings for its Total Traffic Network: Lead Producer, FT and PT Traffic Producers. Computer proficiency is a must. Experience with digital scanners is desired. Knowledge of Minneapolis, Chicago and Milwaukee roadways preferred. Forward resume, letter, position desired and salary requirements to: **Hiring Manager**, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 or [Employment@ClearChannel.com](mailto:Employment@ClearChannel.com) ...**Alan Burns and Associates** is assisting a client's sister station with their search for a midday talent for their small/medium market heritage country station. Email your aircheck and resume to [radiogigs@aol.com](mailto:radiogigs@aol.com) ...**Three Eagles** Top 40 KFRX/Lincoln looking for PD. Send T&R to OM **Mark Taylor**, KFRX, 3800 Cornhusker Highway, Lincoln, NE 68504...**Viking** Top 40/Rhythmic KKYD/Topeka PD needs a night jock! Rush your package to PD **Rob Ryan**, 3125 West 6th, Lawrence, KS 66049... WBNS-AM/Columbus, Ohio, is searching for a seasoned sports talk show host with extensive knowledge of college football. Send a cover letter, resume, and tape to Dispatch Broadcast Group, **Human Resources Job #100DB**, 770 Twin Rivers Drive, Columbus, OH 43215; email to [jobs@dispatchbroadcast.com](mailto:jobs@dispatchbroadcast.com) or fax to (614) 460-3927...All "Jobs" featured in *The Tattler* are listed free of charge, and represent equal opportunities. No calls, unless otherwise specified.

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