

THE MAIN STREET Communicator Network TATTLE R

Publisher • Tom Kay/Main Street Marketing & Promotion

"New Low Carb formula!"

CONCLAVE XXX TO MONITOR SUCCESS! The Conclave is proud to announce that Billboard Radio Monitor will be a "Platinum Sponsor" of the 30th Anniversary Conclave Learning Conference.

Jon Zellner, former Infinity VP/Hot AC Programming and Hot AC WBMX & Oldies WODS/Boston PD, is joining XM in the newly-created position of Sr. VP/Music Programming.

Midwest Family Talk WTDY-AM/Madison host John "Sly" Sylvester of Conzoleeza Rice/Aunt Jemima fame has found himself in hot water again.

offensive (sarcasm!), but Sylvester issued an apology nonetheless. Along with a personal email apologizing to Webber and a donation to a rape crisis center, Sly stated, "I don't know what the hell I was thinking. It was a stupid remark. I was not insinuating that she should be raped. I understand by using the Kobe Bryant name now that the insinuation had ramifications. It's not what I meant."

NewRadio Group, LLC and Waitt Radio, Inc. announced they've effectively merged their respective companies and formed NRG Media, LLC, a Waitt Media affiliate (effective on 3/1/2005).

Changes. Starting Monday at Clear Channel country B105/Duluth, Amanda Wild and Derek Moran (the group's new OM) will be doing the B105 morning show together.

Sioux City Fall Book (corrected). Clear Channel rocker KSEZ overtakes sister hot AC, KGLI. KSEZ-FM 14.6-15.6, KGLI-FM 16.3-14.1, KSUX-FM 13-12.6, KSCJ-AM 8.9-7.4, KKYY-FM 4.9-7.4, KSFT-FM 4.1-6.7, KKMA-FM 6.5-6.7, KZSR-FM 4.9-4.4, KMNS-AM 4.9-4.4, KWSL-AM 0.8-3, WNAX-AM 0.8-1.5, KOMJ-AM 0.8-1.5, WNAX-FM 0.8-0.7, KQCH-FM 2.4-0.7, KGOR-FM 0-0.7, KWMT-AM 0.8-0. All Fall quarterlies in this TATTLE R are 12+, M-Su, 6A-12M, Spring 2004-Fall 2004 comparisons, unless otherwise noted.

JOSS STONE Right To Be Wrong Added KURB KMXB WXAL WHYN WMWX WVMX

Caesars Jerk It Out Added KBKS 20x WEZB 15x WKZL 15x KHOP KHTT WPXY KHTS WPRO WYKS

SHE'S BACK.
SHE'S BREANNA.
"No Other Love"



...coming soon!



CONCLAVE SCHOLARSHIPS NEED YOUR HELP! The Conclave is in the final weeks of soliciting 2005 scholarship applications for three radio/music industry scholarships given annually to attend three nationally recognized educational institutions (the postmark deadline for receipt of all applications is April 1st). Because of the deadline, the Conclave is asking YOU to help!! The radio 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/McNally-Smith College** of St. Paul, MN. In all, these Conclave scholarships represent a value of over \$65,000. Entry forms and more information are available inside career counseling offices at high schools around America or by visiting the Conclave website at www.theconclave.com. Now, here's where you – as a radio pro – come in. Radio stations can help notify listeners about these valuable scholarships by downloading public service announcements at www.theconclave.com. These PSA's are available for instant-download, alerting listeners to the possibility of winning one of these valuable awards! You'll have your choice of a variety of voice-over styles for your station. Download as many as you like and schedule them often! Quality? They're provided in broadcast quality mp3! (Special thanks to **Jamie Phillips** KCVM/Waterloo, **Gale Parmelee** WEZF/Burlington, and **Sandy Bennett** WNSY/Columbus for volunteering their voice over services!) **The 30th Annual Learning Conference, "Conclave XXX – Hardcore Radio"**, is Thursday, July 21 thru Sunday, July 24, 2005 at the Marriott City Center in Downtown Minneapolis.

The Midwest has a strong presence amongst **The National Association of Broadcasters'** finalists for the **2005 Crystal Radio Awards** competition. Chosen by a panel of judges representing broadcasting, community service organizations and public relations firms., the finalists will be honored and winners announced at the Radio Luncheon, Tuesday, April 19, during **NAB2005** in Las Vegas. The luncheon will be sponsored by **ASCAP**. The fifty finalists include: KBBX Omaha, NE, KCLY Clay Center, KS, KEEY Minneapolis, MN, WILV (WNND) Chicago, IL, KEZA Fayetteville, AR, WJBC Bloomington, IL, KFDI Wichita, KS, WJJY Brainerd, MN, KIKV Alexandria, MN, WJON St. Cloud, MN, WKHY Lafayette, IN, WLEN Adrian, MI, WLQT Dayton, OH, WMMX Dayton, OH, KRRO Sioux Falls, SD, WQRB Eau Claire, WI, WTAM Cleveland, OH, WTCM-FM Traverse City, MI, KTWB Sioux Falls, SD, WTMJ Milwaukee, WI, WTMX Chicago, IL, WTVN Columbus, OH, WWKI Kokomo, IN.

Non-commercial WBEZ/Chicago plans to switch to an all News/Talk format, while moving music programming to another frequency. Jazz, blues, bluegrass and folk will find a home on WBEQ-WBEQ/Morris, IL when the transition happens in 18 months.

Changes, Too. **Big Dave** will take over nights from **Leslee Beale** at **Infinity** Country WUBE/Cincinnati...**Infinity** Rocker WAZU/Columbus, OH becomes the first affiliate to add Alternative WXTM/Cleveland's **Rover's Morning Glory** in syndication...**Kevin Barret**, formerly PD for Talk KUGN-AM/Eugene & FM Talk KABZ/Little Rock, is now in-house consultant for **Dorsey** Talk KTRS/St. Louis...**Clear Channel** Adult Standards WOKY-AM/Milwaukee's



Dan Willis will be leaving his post as GSM/morning show co-host for GSM dutie at **Entercom** Sports WSSP-AM.

Cincinnati Classical Public Radio, Inc., owner of cross-town noncommercial Classical WGUC, has purchased WVXU/Cincinnati from **Xavier University** for \$15 million. The sale includes six other stations on the including: WVXC/Chillicothe, WVXR/New Paris, OH-Richmond, IN, WVXW/West Union, OH, WVXH/Harrison, MI, WVXA/Rogers City, MI, and WVXM/Manistee, MI. WGUC's talk programming, including NPR shows, will move to WVXU, WGUC will focus on classical and with talk on WVXU takes the talk.

Topeka Fall Book. **Morris** country WIBW-FM eclipses **Cumulus** rival KQTP. WIBW-FM 10.6-10.8, KQTP-FM 10.6-9.2, KMAJ-FM 7.2-8.8, KDVV-FM 9.5-8.5, KWIC-FM 7.2-6.5, KMAJ-AM 4.2-5, WIBW-AM 3.8-4.2, KKYD-FM 6.1-3.8, KCFX-FM 1.1-3.5, KLZR-FM 5.3-3.5, KQRC-FM 3.8-3.1, KTPK-FM 2.3-3.1, KTOP-AM 2.7-2.7, KCHZ-FM 3-1.9, KRBZ-FM 0.8-1.5, KFKF-FM *-1.2, KPRS-FM 1.9-1.2, KMXV-FM 0.8-0.8, KNZA-FM 0.8-0.8, KUDL-FM 0.4-0.8, WHB -AM 1.1-0.8, KMBZ-AM 0.4-0.4, KMKF-FM 0.8-0.4, KYYS-FM 0.8-0.4, KZPL-FM 0.4-0.4

Changes abound at **ABC Radio** Active Rock WZZN/Chicago. **Steve Fisher** exits; his shoes will be filled by **Freak**, who was most recently part of **The Morning Zone**. **Brian the Whipping Boy** named as part of the new **Slude** morning show, doing sports and news.

FLIP #1. After flipping from Fox Sports/Talk WWFS-AM, **JMP Radio Group** Classic Country WIRL-AM/Peoria, IL welcomes PD/morning man **Dan Dermody** from crosstown Country WXCL PD.

FLIP #2. Under PD **Steve Cannon**, **Susquehanna** Oldies WGLD/ Indianapolis flipped to 104.5 JACK-FM at 6p on Sunday (3/13),

FLIP #3. **Great Northern Broadcasting** AC WLDR/Traverse City, MI has flipped to **Sunny Country**. **Ryan Dobry** will take on PD/midday duties, coming from crosstown Country WTCM. Mornings will see **DC Cavender** from Classic Hits WFCX/Traverse City, while afternoons will be handled by **Vick Browning** (formerly WLDR) and night and overnights will be programmed through **Waitt Radio Networks**.

Changes, 3. **Michael Mergens** moves crosstown from **AAA Entertainment** WXTT and WLRW to Top 40 Wqqb/Champaign-Urbana, IL...**Garret "Jr."** **Roach** will be moving up to FT overnights at **Infinity** 80's WXPT/ Minneapolis. Other changes at the station abound with morning host **Lisa Wright** has leaving take up a position at **Brown College** and co-host **Kevin McLaughlin** exiting...Night guy **John Richards** adds MD stripes at **Maddonald Broadcasting** Country WKCQ/Saginaw...**Infinity** Sports WSCR/Chicago makes afternoon producer **Andy Garcia** the new Sports Director...**Carter-Sherman Broadcast Group** OM **Andre Carson** has named **Hozie Mack** as programmer for Urban KSMJ/Wichita. Mack comes from **Cumulus** Urban WQVE/Albany, GA

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NOTE: PREVIOUS TATTLER ADVERTISEMENTS FEATURING FULL FRONTAL DEPICTIONS OF CERTAIN CONCLAVE KEYNOTERS HAVE BEEN REMOVED. WE APOLOGIZE FOR INCLUDING THE OFFENDING MATERIAL. DON'T HAVE A COW.

XXX HARDCORE RADIO

**THE 30TH ANNIVERSARY
CONCLAVE
LEARNING CONFERENCE
JULY 21-24, 2005
MARRIOTT CITY CENTER
MINNEAPOLIS
WINTER '05 EARLYBIRD TUITION
\$299 UNTIL 4/1/2005!
DETAILS AT WWW.THECONCLAVE.COM**

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All Access, Arbitron, BDS Radio, BMI, Bob&Sheri/Matt & Ramona, Brown College, FirstMedia Works, McNally-Smith College, Specs Howard

Traverse City Fall Book. **Midwestern** country tandem of WBCM/WTCM control the market. WBCM-FM 14.9-12.5, WTCM-FM 14.9-12.5, WTCM-AM 6.3-8.9, WCCW-FM 7.3-7.1, WCZW-FM 7.3-7.1, WKLT-FM 8.3-6.8, WKLZ-FM 8.3-6.8, WKHQ-FM 5.3-6.4, WGFN-FM 5-6, WAVC-FM 3.6-5.7, WMKC-FM 3.6-5.7, WLXT-FM 6-4.6, WLDR-FM 5.6-4.3, WJZJ-FM 4.3-3.9, WLJZ-FM **-3.9, WFCX-FM 3.6-2.8, WFDX-FM 3.6-2.8, WJZQ-FM 4.3-2.8, WKPK-FM 2.6-2.5, WKVK-FM 2.6-2.5, WGFN-FM 3.6-1.8, WCCW-AM 1-1.1

30 YEARS OF THE CONCLAVE - 1980. The *TATTLER* continues its 30-year retrospective of the summer **Conclave Learning Conference**. This week, the year of Conclave V-1980! **John Lennon** murdered. Iranian hostages freed.. **Ronald Reagan** elected president. AM Stereo approved. Super Bowl: Pittsburgh 31- Los Angeles 19. World Series: Philadelphia 4-KC 2. **Arbitron** introduces quarterly measurement to 5 mkts. *Urban Cowboy* hits theaters. KHJ goes country. **Jay Clark** to WABC/NY OM. **Donna Halper** to WRKO PD. **Bobby Hatrick** to Doubleday PD. **Jerry (Cagle) Peterson** to KFRC PD. **Tom Owens** to KTXQ/Dallas PD. **Rob Sisco** to K101/SF PD. **Dave Sholin** to *Gavin*. **Charlie Minor** to A&M VP. **Ray Gmeiner** to Elektra/Denver local. **Marc Ratner** to RSO Nat'l Promo. **John Grady** to Pickwick Int'l. **Billy Bass** to Chrysalis VP. #1 Conclave week: **Lipps Inc "Funkytown"**. T40 founding father **Bill Stewart** keynotes 5th Conclave. 1980 faculty includes **Mary Quass, Sis Kaplan, Bob Henabery, Mark Durenberger, Jon Quick**. Thursday night Tap-Rap rooms begin.

Wausau-Stevens Point Fall Book. **Midwest** country WDEZ and T40 WIFC, along with **Waite's** country WYTE, make this a quite competitive market! WDEZ-FM 11.6 - 11.6, WIFC-FM 9.6 - 11.3, WYTE-FM 7.8 - 11.3, WLJY-FM 6.1 - 6, WGLX-FM 4.1 - 5.7, WSAU-AM 7.5 - 5.1, WIZD-FM 5.2 - 4.5, WOFM-FM 5.2 - 4.5, WKQH-FM 4.6 - 3.9, WSPT-FM 3.8 - 3.6, +WLRK-FM WYCO-FM 6.4 - 3, WFHR-AM 0.9 - 2.7, WMZK-FM 4.3 - 2.7, WOSQ-FM 1.2 - 2.4, WDLB-AM 2.3 - 2.1, WSPT-AM 0.6 - 1.2

More Changes. The new **Regent** Oldies WJLT/Evansville welcomes **PD Cindy Patrick** and morning guy **Joe Blair** coming to them from crosstown **South Central** Oldies WJPS...**Mississippi Radio** Top 40 WCIL/Carbondale taps former KSLZ/St. Louis personality **Kato** for nights...**Aaron Tyler**, formerly afternoons at **Clear Channel** Top 40 WVZA/Marion-Carbondale, IL, goes to sister Top 40 WAKZ/Youngstown...**Clear Channel** Country WDDD/Marion-Carbondale, IL OM **Paxton Guy** has tapped **Karl The New Guy** for nights.**Dan Larkin** steps down as Executive Producer for **Westwood One's Leeza at Night**...**Zimmer** Hot AC KLZR/Lawrence-Topeka, KS PD **Rob Ryan** has courted **Chris Merrill** from KNOT/Presscott, AZ for mornings

Youngstown Fall Book. **Clear Channel** N/T WKBN edges **Cumulus** country WQXK. WKBN-AM 9.1 - 12.8, WQXK-FM 10 - 10.9, WYFM-FM 8.2 - 8, WMXY-FM 6.2 - 6.8, WHOT-FM 4.9 - 5.7, WNCB-FM 5.8 - 5, WBBG-FM 6.7 - 4.9, WRBP-FM 4.2 - 4.2, WAKZ-FM 4.6 - 3.8, WNIO-AM 2.9 - 2.9, WENZ-FM 2.7 - 2.3, WSOM-AM 3.8 - 2.3, WFHM-FM 2 - 2.1, WWIZ-FM 3.1 - 1.9, WTAM-AM 0.7 - 1.4, WBBW-AM 0.7 - 0.9, WAKS-FM 0.5 - 0.7, WAMO-FM 0.9 - 0.7, WNCX-FM 0.9 - 0.7, WZKL-FM 0.5 - 0.7

Share a memory – win a 2005 Conclave tuition! Upping the ante this week is our memory-expert, Jay Philpott, who's now offering a chance to win a Learning Conference tuition (which could be worth as much as \$599) just for submitting your Conclave memory for possible inclusion in the Conclave's 30th anniversary commemorative book that will be published and distributed to each attendee. What's your favorite Conclave experience? Was it a keynote? A format breakout? Someone you met? Was it 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? Jay will draw from all the entries received. 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.

Condolences to legendary **CBS** newsman **Walter Cronkite** on the death of his wife **Besty Cronkite**, who passed away in New York on Tuesday (3/15) after battling cancer. The couple married in 1940 after meeting while working at KCMO-AM/Kansas City. Besty went on to work for the old **Kansas City Journal-Post** and **Hallmark**.



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Condolences also go out to family and friends of longtime Duluth-Superior radio personality **Roger Johnson**, who died last Thursday (3/10) at 57. Johnson started out hosting KXPT-AM talk show **Open Mike** from 1970 to 1980 and 1982 through 1992 and was morning co-host on WAKX in 1982-92. He went on to serve as OM and morning host at WEBC-AM, leaving to return to college in 1995. Most recently, he served as Broadcasting Instructor at **Lake Superior College**.

Congrats to Country WWQM/Madison, WI on raising \$215,940 for **St. Jude's** during their annual **Q106 Radiothon**.

Sealed with a KISS, Dept. **Clear Channel** Top 40 WKSC (KISS 103.5)/CHICAGO PD **Rod Phillips** wed his fiancée **Carrie** in a ceremony last weekend (3/12). Congratulations!

Jobs. Clear Channel/Duluth is seeking a person who's serious about having FUN in the morning! KOOL 101.7, has an opening for a creative morning talent. Send T&R to patpuchalla@clearchannel.com <<mailto:patpuchalla@clearchannel.com>> or drop it in the mail to KLDJ opening, 14 East Central Entrance, 55811...**Infinity** 80s WXPT (MIX 104.1)/Minneapolis has a prime morning slot to fill. Send T&R's to OM **Phil Wilson** at 7001 France Avenue South Suite 200, Minneapolis, MN 55435...**Mid-Michigan Radio Group** Sports 92.1 & 92.7/Lansing seeks Sports Talk host. Send T&R to Sports Talk Host Search, Mid-Michigan Radio Group, 2495 Cedar St., Holt, MI 48842...**Marshalltown Broadcasting** Country KIX 101.1-FM/Marshalltown, IA seeks morning show co-host. Good production skills. Promotions experience is a plus. Send your resumes to **Todd Collins**, Box 698, 50158 or todd@marshalltownbroadcasting.com...**Good Karma Broadcasting** Hot 105.9 & ESPN Radio 1380/Madison-Rockford seeking a high-energy, full-time account executive. ALSO seeking **Promotions Director**. Some weekends included. Please send resumes (plus promo package for PD position) to: **Keith Williams**, 1 Parker Place, Suite 485, Janesville, WI 53545 or keith@gkbradio.com ...Active Rock KFMW/Waterloo seeking morning drive co-host. Send Mp3 or CD and resume to cross@rock108.com or **Michael Cross**, OM, KFMW-FM, 514 Jefferson Street, 50701...**Clear Channel** Heritage CHR WZEE/Madison is seeking talent for current and future part-time openings. Must be within driving distance from Madison. Send T&R to **Jon Reilly**, PD, WZEE, 2651 South Fish Hatchery Rd., Madison, WI 53711... Indiana five-station (AC, Oldies, Adult Standard, All-Sports) cluster in rated market seeks program director. Must be computer literate, esp. in RCS, Cool Edit, and other digital automation systems. Send T&R to: Audience Development Group, **Tim Moore**, 100 Grandville SW. Suite 602, Grand Rapids, MI. 49503 or trendsup@aol.com ...**Muzzy Broadcasting** seeks On-Air, production and programming staff. Please send a CD, Resume and anything else you think might represent you well to OM, Muzzy Broadcasting 500 Division Street, Stevens Point, WI 54481...Christian CHR WAYK-WAYG/Grand Rapids-Kalamazoo is looking for local talent to strengthen weekend line up .Send Aircheck and resume to 1159 E. Beltline NE, Attn: **Mike**, GrandRapids, MI 49525...**Lakeland Broadcasting Company**/Willmar, MN seeks PD for Heritage AM station and three FM's, (100,000w Hot AC, 50,000w Country, 3,000w Classic Hits) Digital audio system experience is necessary. Radio management or program directing experience and college degree preferred Send resume and tape to **GM Doug Loy**, Lakeland Broadcasting Company, Box 838, Willmar, MN 56201...**Cumulus** Country WPCK/Green Bay seeks morning show host. Send MP3 and resume to dylan.fletcher@cumulus.com or mail to Kicks AM gig, 810 Victoria St. Green Bay, WI 54302...All listings in JOBS represent equal opportunities and are provided free of charge. No calls unless otherwise specified.

AIN'T MISBEHAVIN', JUST CONCLAVIN'

30 Years of
Conclave Memories

- A collection of contributed stories, historical timelines, photos, Conclave memories and more.
- This book will be debuted at Conclave XXX in July
- Illustrations by Bobby Ocean
- Foreword by Joel Denver

TO CONTRIBUTE email Jay Philpott at ConclaveStories@aol.com.
TO RESERVE ADVERTISING SPACE,
call Brad Fuhr at 773-907-3500.

