

THE
MAIN STREET
Communicator Network
TATTLE R

Publisher • Tom Kay/Main Street Marketing & Promotion

"Just Say No!"

Underdog **JamSports and Entertainment, LLC** vs. Heavyweight **Clear Channel**....and the winner is: JamSports! In a ruling by a federal jury, Clear Channel was ordered to pay \$90 million plus in damages to the smaller company for allegedly freezing out the smaller company from doing promotions for motorcycle race for the **American Motorcycle Association**. Clear Channel is supposed to have bullied the AMA into backing out of their contract with JamSports to promote **Supercross** events. The agreement began in 2003, and was a multi-year deal. This was all illuminated during the trial by the disclosure of Clear Channel inter-office emails which detailed recommendations for blocking JamSports, even going as far as to advise DJs to badmouth the company. As expected, Clear Channel is appealing the ruling with **Andy Levine** commenting, "The jury's decision that Clear Channel did not violate anti-trust laws sends a powerful signal to those who seek to wrongfully accuse us in the future...(we are) disappointed the jury agreed with JamSports' other claim." Stay tuned for the next round!

Looks like KMOX-AM/ST. Louis' **Wayne Hagin** won't be formally disciplined for questionable comments. During an interview on March 19th on **ESPN KSLG-AM.**, the **St. Louis Cardinals** broadcaster said that **Don Baylor**, former **Colorado Rockies** manager told him that Rockies first baseman **Todd Helton** need to "get off the juice". A similar statement was also quoted in the **Denver Post**: "Don Baylor told me that he suspected Todd Helton of experimenting with steroids early in his career." Hagin countered, telling the **St. Louis Post-Dispatch**, "Never once did I say Todd Helton did steroids." So here's what happens: ESPN runs with it and you know what happens then - it's over. It's a sound clip that goes on radio and TV that starts a rampaging forest fire enflamed by fiction. It wasn't true."

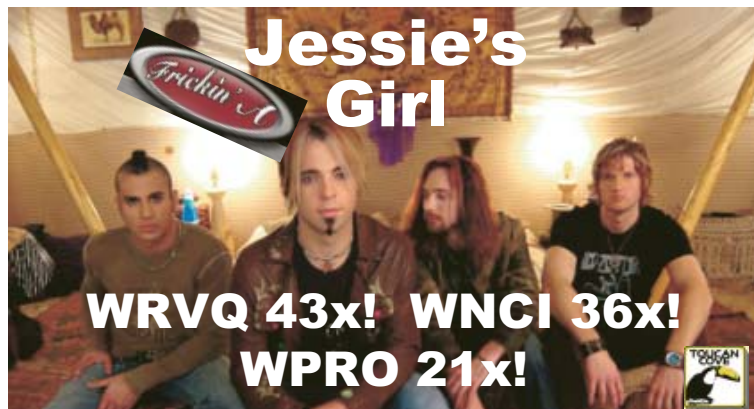
FCC commissioner **Jonathan Adelstein** discussed "fake news" and payola during an interview with Fargo-based liberal talker **Ed Schultz** last Monday. Schultz asked the commissioner whether the FCC had been "lax on enforcing" anti-payola regulations as they relate to commentators who are paid to broadcast certain political messages, but who don't acknowledge such payments on the air (the classic definition of payola). Said Adelstein: "We have, now, 40,000 complaints [concerning undisclosed payments for news-like broadcasts]...I think it's incumbent on us now to investigate." Looks like radio (and television news) may have an additional battlefield – paid news commentary – to join the scrutiny currently being given to suspected payola regarding music airplay on the airwaves.

South Bend Fall Book. Artistic Media T40 WNDV slips a bit, but not enough to lose #1. WNDV-FM 13.2-12, WNSN-FM 8.4-10.7, WBYT-FM 9.7-9.3, WSBT-AM 10-6.9, WRBR-FM 6.1-6.2, WSMK-FM 6.1-5.2, WZOC-FM 4.9-4.8, WAOR-FM 4.5-4.1, WHFB-FM 1.9-3.4, WUBU-FM 2.9-2.7, WZOW-FM 2.3-2.7, WUBU-FM *-2.7, WFRN-FM 4.5-2.4, WGN -AM 1.9-2.1, WHPZ-FM 1.3-2.1, WDND-AM 0.6-1.7, WHLY-AM 3.2-1.7, WLRX-FM 0.6-1, WHME-FM *-0.7, WLS -AM *-0.7, WSCR-AM *-0.7, WZOC-FM 4.9-*. 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.

Al Franken. Laura Flanders. Jerry Springer? That's right, the talkmeister's new radio show has been picked up by **Air America**. Beginning April 1st, pringer will fill the 9-noon slot on the liberal talker. He began just a few short months ago on **Clear Channel WCKY/Cincinnati**, and was then added to **WTAM/Cleveland**, **WINZ/Miami**, **WDTW/Detroit** and **KRPT/San Antonio**.

As **The Tattler** hinted weeks ago, **Arbitron** has promoted **Bob Michaels** to VP/PPM Programming Services. Michael has been with Arbitron for 17 years, most recently VP/Radio Programming Services. In his new role, Michaels will lead the PPM marketing efforts for TV in addition to his radio responsibilities. **Gary Marince** will be taking over many of Bob's Radio Services duties.

A familiar voice is being heard on the **WXPT/Minneapolis** morning show – **John (Johnny Rock) Lassman**, former PD at **ABC/Disney's KXXR**. According to PD **Phil Wilson**, John is filling in while the Infinity 80's station searches for a new show.



SCOTT GRIMES
SUNSET BLVD

Monitor AC
22
R&R AC
20

MOST ADDED!

Velocity

Were you paying attention earlier this week when **Bridge Ratings** President **Dave Van Dyke** revealed their research reveals that the biggest threat to terrestrial radio isn't satellite radio, but wireless Internet radio ("Podcasting")? Van Dyke projected that the Internet radio solution will become a true threat as soon as it's aggregated in a portable device, much like an iPod or MP3 player. It becomes a portable threat with docking ports in cars and homes, allowing the program content to be heard through car and home entertainment audio components. Bridge Ratings continues by suggesting that by 2010, **XM** and **Sirius** could have a combined user base of 35 million, while Internet radio is projected to grow from its current 50 million users to more than 187 million consumers, and wireless Internet penetration could reach 160 million people in the same time frame. Folks, that's just 5 years away.

Hubbard's talk KSTP-AM debuted "The Next Big Thing" earlier this month, a newly installed Sunday afternoon program. "The Next Big Thing" gives listeners a chance to show what they've got in a 2-hour on-air radio audition! Says PD **Joe O'Brien**, "It could be a 'big break' into Talk Radio, or it could be the most embarrassing two hours of somebody's life!" The program marks the first time a major Twin Cities electronic media outlet has offered to give undiscovered, non-traditional talent access to a studio to host their own 2-hour Talk Radio show! How does the station find the "talent"? It solicits a tape from anyone who thinks they can do a quality Talk Radio program. They then select a person who shows promise, and that person gets two hours to "show their stuff". Each week will feature a brand-new guest host. The prize for doing well? A return engagement for a second week. The prize for doing REALLY well? Become PD of the station! (Just kidding, Joel!)

Longtime Conclave supporter, **Gary Krantz** is exiting **Premiere Radio Networks** to join **Air America** as President on 4/11! Current Air America President **Jon Sinton** will move to a new role as co-COO of the network, sharing duties with current COO **Carl Ginsburg**. Gary had been with Premiere since the company acquired **MJI Broadcasting**, where he was a partner. After overseeing affiliate relations for years, Krantz was promoted to senior VP of operations and later executive VP of music operations. Krantz also sits on the board of the **Country Radio Broadcasters**, serving as secretary.

New Spitzer target: Indianapolis-based Emmis Broadcasting!
Elliot Spitzer, NY Attorney General, office has launched an official inquiry into the legality of Hot 97/NY's promotion, Smackfest.

JOSS STONE
Right To Be Wrong

R&R Hot AC 31
WWZZ 42x!

Curve Records

The contest, which was organized late last year, featured two women selected by the station to slap each other until a winner was announced. The winner of the competition won \$5,000. Spitzer claims a state law saying that "no combative sport" can be conducted without operating under a sports association or similarly licensed organization was violated by the **Emmis** station. No charges have been filed as of yet, but Emmis' **Jeff Smulyan** called the investigation "pure political opportunism." (Spitzer is running for the Governorship of NY.) Smulyan said in a press release this week that he finds it "hypocritical that the Attorney General is going after Hot 97...and not **Fox's** Celebrity Boxing, **Clear Channel's** Slapdown, **MTV's** Jackass, **NBC's** Fear Factor, **CBS's** Survivor and numerous other radio stations." The Emmis President adds, "We do not believe it violated the law in any way." Take a number and have a chair next to your friends from **Entercom**, Mr. Smulyan.

Hard Core Radio is just 100 days away! With the coming of the 30th anniversary of the Conclave's Learning Conference, pre-registration has been at an all-time high. For those who want to save some money, and who want a room at the host hotel (The Marriott City Center), are urged to register before next Friday, April 1st. The current low tuition rate of only \$299 will go up by one hundred dollars on that day! The Conclave Learning Conference is being held July 21-24, 2005 at the Marriott City Centre in Minneapolis. April 1st is also significant because it is also the deadline for the Conclave to receive 2005 scholarship applications from students interested in a career in radio or music. The Conclave is soliciting applications for three radio/music industry scholarships given annually to attend three nationally recognized educational institutions. 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 at www.theconclave.com. To encourage local applications, all stations are invited to download a professionally produced PSA from the website for use on-air.

Emmis Top 40 WNOU/Indianapolis PD **Chris Edge** may be wishing he'd never told his morning staff, "Folks you have perfect faces for radio — but not on billboards." He might have been right, but surely a few billboards would have been better than the resulting revenge. **Marco, Maison, Shannon** took matters into their own hands, duct-taping fellow morning guy **Super Fat Mikey** to a lightpole downtown Indianapolis, claiming him to be a "human billboard".

SHARE A MEMORY-WIN A TUITION!

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 its 30th gathering, while giving yourself a chance to attend FOR FREE! Sending your recollections, memorabilia and photos

to the Conclave office - 4517 Minnetonka Blvd #104 Minneapolis 55416 before 2/28 or email conclavestories@aol.com. The Conclave will draw a winner of a full Conclave tuition worth up to \$599 from those who submit memories!

Marc Nathan – an attendee at the very first Conclave back in the day – has launched his new record label, **Flagship Recordings**. In addition to being a Conclave regular, Nathan has worked in a variety of promotion and A&R posts at a number of labels over a 34-year-period (including stints at the Vice Presidential level at Sire, Atlantic, and within the Universal Music Group). He told the *TATTLER*, “The first release on FLAGSHIP will be the self-titled album from **The Vanity Project**, which features **Barenaked Ladies’** lead singer **Steven Page**. The Vanity Project is a collaboration between Page and his frequent co-writing partner, **Stephen Duffy**, and is tentatively set for a late-June release. Then, later this summer, we’ll re-release a repackaged *Love Is The Greatest Revenge* from **Tremolo** – a band that made some Midwest noise over the winter with ‘Waiting Room’.” Congrats, Marc!

Dubuque Fall Book. **Cumulus** T40 KLYV and sister country WJOD vie for the tie! KLYV-FM 9.6, WJOD-FM 9.6, WGLR-FM 9.1, KDTH-AM 8.1, KATF-FM 6.7, KGRR-FM 6.2, KXGE-FM 5.3, WVRE-FM 4.8, WDBQ-AM 3.8, WQPC-FM 2.9, KIYX-FM 2.4, WDBQ-FM 2.4, KFMW-FM 2.4, WMT-AM 2.4, WPVL-FM 1.4, KDST-FM 1, WGN -AM 1.0. (Last Spring’s quarterly was not released to the media, therefore there are no comparative ratings).

30 YEARS OF THE CONCLAVE - 1981. The *TATTLER* continues its 30-year retrospective of the summer **Conclave Learning Conference**. This week, the year of Conclave VI-1981! Iranian hostage crisis ends. Gunmen wound **President Reagan** and **Pope John Paul II**. Egypt’s **President Sadat** is assassinated. FCC begins deregulation process. **ABC** launches live satellite talk network. **MTV** debuts. **Arbitron** begins quarterly measurement. **Surrey** buys **Charter** for \$32 million. Flipping to country: **WRVR**, **KSAN**, **KLIF**, **KZLA**. **Harry Chapin**, **Bob Marley** and **Bill Haley** die. **Rick Balis** becomes **KSHE** PD. **Dene Hallam** becomes **WHN** PD. **Dave Martin** becomes **WMAQ** PD. **Fred Jacobs** becomes **WRIF** PD. **J.J. Jeffries** becomes **WBMX** (Chicago) PD. **Don Benson** becomes **KIIS** PD. **John Gehron** becomes **WLS** VP. **Mike McVay** becomes **WABB** GM. **Bruce Shindler** becomes **Elektra-Asylum** Promo Dir. **Vince Faraci** becomes **Atlantic Sr VP** Promo. #1 during Conclave: **Kim Carnes’** “**Bette Davis Eyes.**” **Bill Gavin**, **Chuck Blore**, **Bruce Lundvall** keynote Conclave VI. Conclave introduces satellite broadcasting. Conclave faculty includes: **Art Roberts**, **Rob Norton**, **Kal Rudman**, **Gary Taylor**, **Mark Durenberger**.

Changes. **Mark Krieschen** leaves his VP/GM job at **Tribune** Talk WGN-AM/Chicago to take on the same title at **Cox Radio** Oldies KLDE & 80’s KHPT/Houson...**Clear Channel** Top 40 KSLZ/St. Louis welcomes **Broadway Billy** and his night show, coming to them from crosstown Top 40 WSNX/Grand Rapids...**Joey Hoops**, formerly of WZEE/Madison, will be doing nights at **Clear Channel** Top 40 WNCI/Columbus...**Jeff Litt** has been promoted from NSM to GSM of the Twin Cities Cluster by **Infinity** Talk WCCO-AM/Minneapolis...Urban AC **KMXW**/Wichita, KS snap up Country **KIXQ**/Joplin, MO guy **Jay McRae**.

Clear Channel Top 40 WAKS/Cleveland announces a new promotion. Just in time for prom, night guy **Jet** launches **Hot for Teacher**, asking kids from local high schools to nominate their good looking, single teachers by submitting pictures to the WAKS website. Jet and his staff will pick the top 5, and then listeners will weight in, choosing the hottest. Prize? Jet will take the winner to the prom in a limo.

Marianne Kaye will return with her **STAR 102.5 70’s Saturday Night** on **Des Moines Radio Group** KSTZ/Des Moines. She’ll spin a mix of 70’s pop, dance and rock.

New PD **Maurice DeVoe** makes changes at **KCHZ**/Kansas City; he’ll be taking middays, and moving night jock **Cabana Boy** to afternoons, as current afternooner **Scott Adams** moves to mornings with **Crystal McKenzie**.

Minnesota Public Radio may have won the bidding war for purchase of two FM stations from **St. Olaf College** in its home state, but it looks like they won’t be expanding to Cincinnati just yet. MPR lost out on Xavier’s **WXVU** and X-star network to a \$15 million bid from crosstown **Cincinnati Classical Public Radio**. Rumor has it that MPR placed a higher bid, but clearly **WXVU** wanted to keep things local.

It’s one **McKay** another at **Entercom** **WPTE**/Norfolk, as **Steve McKay** exits and **Barry McKay** (no relation) steps in as PD of the station. Barry comes to **WPTE** after doing time at **KLSY**/Seattle and **WMXB**/Richmond.

Radio can breathe a sigh of relief according to a joint report from **Arbitron** and **Edison Media**. The two released research that said that although 11% of Americans identify “heavy” use of on-demand devices (e.g. iPod & TiVo) and another 25% weigh in as “medium” consumers of those things, a strong 82% indicated that they will continue to tune in to good old fashioned radio. Whew.

Changes, Too. **Infinity** Sports **WSCR-AM**/Chicago does some adding and shuffling, with **Mike Adamle**, former Bears player and longtime Chi-town sportscaster, coming on as a weekender, while moving current weekend guy **Mike Mulligan** to join fellow **Sun Times** staffer **Rick Telander** and **Doug Buffone** for afternoons...18-year veteran **Chicago Bears** color commentator **Hub Arkush** will hang up his mic at **WBBM-AM**/Chicago. The duo of **Jeff Joniak** and **Tom Thayer** will continue without a third party...**Cumulus** Top 40 **WAO**/Melbourne hires **WIFC**/Wausau, WI’s **Jimmy Knight** for nights...**Annie Wilson** exits midday and MD duties at **Classic Rock** **KXUS**/Springfield, MO.

Commentary – Talk Radio’s Intriguing Silence. Did you notice that most syndicated radio talk shows originating outside the Midwest devoted the bulk of their week to the **Terry Schiavo** drama, while the **Red Lake** (MN) school murders were hardly mentioned? Apparently the plight of a solitary Caucasian woman and her family trumps an immense tragedy involving the deaths of ten American (Chippewa) Indians and the devastating impact the murders had on the people of Red Lake. But why should talk radio care? **Congress** didn’t return from their recess to address the needs of the distraught northern Minnesota village, nor did the **President** return from his ranch to sign any legislation that might assist the hundreds of poverty-stricken Indian communities like Red Lake found around the United States. In fact, as of press time, neither the President nor Congress had uttered a single word in recognition of the event, much less expressed any sympathy. Perhaps they were too busy cheering on talk show host **Glenn Beck** in his attempt to “buy” Terry from her husband, **Michael**, for \$5 million. (Here’s a tip: don’t stay up late waiting for Beck to offer a similar amount to aid minority children in distress.) Unfortunately it appears hypocrisy not only comes in all colors, it can appear on all frequencies, as well. - TK

Jobs. Zoe Communications is looking for a Sales Director to work out of their Portage (WI) office. Previous management experience is not a must, but media sales experience is. Email **Wendy Oberg** at wendy@zoestations.com or call (715) 231-9500...**Clear Channel Radio** seeking a dynamic, experienced Assistant Program Director (APD) to coordinate the leadership of Minneapolis’s CHR radio station, 101.3 KDWB. The APD will also act as MD, and will hold an airshift. Forward MP3 demo, resume, programming philosophy, and reference list to Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, 55416 E-mail: Employment@ClearChannel.com...**Clear Channel** also has several openings for full and part-time Traffic Producers for its **Total Traffic Network** (TTN) division. Forward resume, cover letter, position you’re seeking and salary requirements to Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 E-mail: Employment@ClearChannel.com...**Family Radio Sales** is seeking **FT Rep** to sell employee recruitment advertising. Fill the voice that print classifieds can’t seem to cover. Send letter and resume to Family Radio Sales, Employee Recruitment Specialist, PO BOX 99, La Crosse, WI 54602...**Saga Communications** Rocker WLZR/Milwaukee seeks Creative Services Director. Knowledge of New Windows, Adobe Audition, and SAW a must. Experience with Scott Studios helpful. Send T&R to LAZER 103, Attn: **Sean Elliott**, 5406 W. McKinley Ave., Milwaukee, WI 53208 or selliott@lazer103.com ...**Infinity** WKRK/Detroit seeks Local Sales Manager. Min 2 yrs. radio experience and knowledge of NTR required. Email Kathy.marra@live971.com or fax 248-423-7725...**Christian Family Radio** WEMI-WEMY/Appleton, WI is looking for a Morning Show Host/Promotions Coordinator. Strong Bible knowledge and production skills required. Send T&R to **Employee Services**, 1909 W. Second St., Appleton, WI 54914 or hr@christianfamilyradio.com ...**Christian Family Radio** WGNV is seeking FT Sales Exec. Send letter and resume to **Employee Services**, PO Box 88, Milladore, WI 54454 or HR@ChristianFamilyRadio.net ...**Clear Channel** WDTW looking for weekend on-air personality. Must be able to record and edit phones. Flex. schedule a must. Sent cover letter, T&R to **John**

Trapane, PD WDTW-FM, 27675 Halsted Rd., Farmington Hills, MI 48331 or johntrapane@clearchannel.com ...**Citadel** Heritage Rock WKQZ/Saginaw, MI needs APD/Talent. Duties will include daily production, live show, appearances and possible music duties. Sent T&R to **Program Director**, 1740 Champagne Drive North, Saginaw, MI 48604...**Dr. Laura Berman Show** seeks Free Lance Producer for two-hour sex therapy and relationship program. Send resumes and cover letters to **UBC Radio/Matrix Media**, Attn: Dr. Berman Producer Opening, 230 E. Ohio Street., Ste 101, Chicago, IL 60611 or Jobopening@matrixmediainc.com ...KWYR/Winner, SD seeking ASAP! Sports Person who can also be a great morning show host on a Music Intensive FM station. Send T&R to KWYR Radio, **Jason Evans**, PO Box 491, Winner, SD 57580 or call 1-800-388-5997...**MediaTracks Communications/Des Plaines**, IL seeking FT Operations Coordinator. College degree required, radio, media or PR exp. Preferred. Email resumes to slustig@mediatracks.com or send via fax to 847-299-9501...**Radio Disney/Detroit** seeks Station Manager with previous mgmt. Exp. Responsibilities will include budgeting and oversight of all operational details, managing a staff of 5-6 people. Send resumes to **Mike Fezzey**, 3011 W. Grand Blvd., 8th Floor, Detroit, MI 48202...**Prairie Radio Communications** WBYS-AM/Fulton County and WCDD-FM/Peoria, IL are seeking an on-air news director. Email news demo and/or sample news copy to wbyradio@yahoo.com or snail to 1000 E. Linn St., PO Box 600, Canton, IL 61520...**Sioux City Explorers** seek PAID Summer Baseball Intern from May 2 – Sept 4 to produce and co-host pre-game show along with other duties which include some play-by-play. Help with housing provided. Send letter and resume to **Chris Varney**, Director of Broadcasting at varney@xsbaseball.com or 2000 Indian Hills Drive, Sioux City, IA 51106...**Citadel Broadcasting/Flint**, MI seeks FT Director of Sales for Contry WFBE-FM and SportsRadio WTRX. Applicants must have at least five (5) years of successful radio, or broadcast management experience. Send resume and cover letter to **Ms. Susan Buckley**, Executive Assistant/Office Manager, Citadel Broadcasting of Mid Michigan, 1740 Champagne Dr., Saginaw, MI 48604 or Susan.Buckley@citcomm.com ...**Citadel Broadcasting** WFBE/Flint, MI seeks Midday Host. Productions skills a must, Scott Studios, Cool Edit Pro and Selector knowledge a plus. Send T&R to **Coyote Collins**, PD, G-4511 Miller Road, Flint, MI 48507...**Saga Communications/Illini** Radio Group seeks Marketing Consultants with high ethical standards and working knowledge of advertising and marketing concepts. Direct all correspondence to **Mark Bretsch**, General Sales Manager, Illini Radio Group, 2603 W. Bradley Ave., Champaign, IL 61821, or fax (217)352-1256 or E-mail: mbretsch@illiniradio.com ...**Next Media** Urban AC WDZ-AM/Decatur, IL seeks talented Programmer. Imaging, production and programming experience required. Send T&R to Programming, Magic, Attention **Jamie Pendleton**., 1050, 337 North Water Decatur, IL 62523...Country KIXQ/Joplin, MO needs to fill the open night slot. If you are interested send T&Rs to PD **Steve Kelly**, 2702 E. 32nd St. Joplin, MO 64804 or at skelly@zrgmail.com...**Cumulus** Country WQXK/Youngstown, OH PD **Dave Steele** is on the prowl for a new parttimer. If you are interested send T&Rs to him at 4040 Simon Rd. Youngstown, OH 44514...All positions listed in JOBS are provided free of charge and represent equal opportunities. No calls unless otherwise specified.