

THE MAIN STREET Communicator Network TATTLE R

Publisher • Tom Kay/Main Street Marketing & Promotion

"Now, tax-free!"

Organ-izing the 30th Conclave! Most agree that the Conclave has been a professional, life-enhancing experience each summer for the past 30 years. This summer – thanks to the efforts of **Aim Strategies' Paul Yeskel** and **Minnesota LifeSource** - the Learning Conference becomes a live-saving event, as well. Paul has connected the Conclave with Minnesota LifeSource - a non-profit, federally-designated, organ procurement organization for Minnesota, North Dakota, South Dakota, and Wisconsin – to serve as a springboard for industry awareness of the importance of organ donation. And no one is more qualified to talk about the history of the Conclave and organ donation, than Paul! Last summer, during the 2004 Learning Conference, Paul ran into long-time friend **John Silliman Dodge** who was acting as a faculty member for the Conclave. Neither knew the other would be attending, so the reunion came as a pleasant surprise for both. During a conversation at the Conclave's St. Paul Saints baseball game, Paul shared with John that he had kidney disease and that he would soon die if he could not find a donor kidney. The conversation turned to the difficulty Paul had encountered in finding a donor with his blood type, A+. "Hmmm," said John, "that's mine, too." Over the winter, John gave Paul the gift of life in the form of a new kidney. Says Yeskel, "This summer, John and I will tell our story at the very event which saved my life. We'll urge everyone in attendance to sign up through Minnesota LifeSource to become organ donors." **Susan Mau Larson** from Minnesota Life Source says, "I'm so excited that Paul and John will be sharing their story in front of the radio and music industries, and that we'll have such an important presence at this incredible event. We'll be passing out awareness kits and we'll have a booth on site throughout the weekend to inform registrants – and their audiences - how they can give the ultimate gift of life through organ donation."

WRVQ 39x!
WIXX 31x!
WHTS 31x!

Frickin' A

Jessie's Girl

Chicago's **National Radio Hall of Fame** President **Bruce DuMont** announced the 2005 nominees this week. **Westwood One** plans to produce and distribute a national broadcast naming the winners on Saturday, November 5th at Chicago's **Renaissance Hotel**. **Interep** will also sponsor the broadcast. And the nominees are: Network or Syndicated – Active: **Bob & Tom, Ann Compton, Marian McPartland, Dr. Laura Schlessinger. Network or Syndicated – Pioneer: **Abbott & Costello, Gang Busters, The Great Gildersleeve, Music and the Spoken Word. Local or Regional – Active: **Marty Brennaman, Ron Chapman, Ronn Owens, Scott Shannon. Local or Regional – Pioneer: **Jess Cain, Mike Murphy, Jean Shepherd Preston Westmoreland.** For more info, or to register to vote, visit www.radiohof.org.******

JACK continues the quest for world domination, with St. Louis being the latest market to fall. **Bonneville** Smooth Jazz WSSM has flipped to **106.5 The Arch**. WSSM PD **David Myers** will stay on through the flip. The first week in the new format will be jock-less and sans commercials as the station tries out playing "...Abba to ZZ Top and everything in between! 70's, 80's...Whatever We Want." Smooth Jazz fans can breathe a sigh of relief, though, as the wssm.com site will continue to stream smooth, jazzy favorites online.

CONCLAVE RUMOR #1: FCC Commissioner **Jonathan Adelstein?**

Format swapping is ahead for a couple of **Journal/Omaha** stations. On April 25th, Sports will jump from KOSR-AM over to KOMJ-AM, where it will be known as **Big Sports 590**. A simulcast of sister Rocker KEZO's morning guys **Todd n'Tyler** will also be part of the station's new line-up, along with **Premiere's Jim Rome** from Noon-3 and **Matt Perrault** (former morning guy at WUMP-AM/Huntsville) filling the 3-6pm slot. This means that KOMJ's current Standards format moves to KOSR as **Magic 1490**.

Taxes not finished? That sucks. Want to know what else sucks? According to **Infinity AC** KSRC/Kansas City's morning talent **Jeanne Ashley**, you should visit www.that sucks.net. Hurry! If you visit today, it can be part of your annual celebration for **National That Sucks Day**, which is coincidentally, the same as Tax Day.

Matt Jason Dave Ryan Frankie

SATELLITES
WHOT 13x! -
ADDING 5/31!

CHERRY MONROE

UNIVERSAL

JOSS STONE
Right To Be Wrong

Monitor Adult T40

29

R&R Hot AC

28

Curve Records

R&R Hot AC New & Active!

Caesars
Jerk it out

Added WDAY KMXV WIXX

WNCI 11x!

WGNV

30TH ANNUAL LEARNING CONFERENCE ADDS SUMMIT + \$99 TUITION! The Conclave Learning Conference announced today the introduction of the first-ever **Conclave Promotions Summit** to be held at the 30th Annual Learning Conference on Thursday, July 21, 2005 from 9 AM to 12:30 PM at the Marriott City Centre in Minneapolis! Sponsored by **Billboard Radio Monitor**, the Conclave Promotions Summit is designed to help radio promotions and marketing staffs better serve their listeners through improved station promotions. It kicks off the Conclave, giving Promotion Directors and their staffs an opportunity to learn at the Summit as well as other Thursday sessions and events. The Thursday Summit will then allow Promotion personnel to head home in time to handle those all-important weekend promotions, with their minds full of new Conclave-inspired promotional ideas. Because many attending the Thursday Learning Conference events can only attend for that day, a very special one-day only tuition rate of only \$99 will be available for Thursday, July 21. The special tuition allows entrance into the Promotions Summit, the Annual **All Access** Conclave College, as well as a ticket for the Conclave Welcome Reception & Showcase! Wednesday night (7/20) sleeping rooms for Thursday-Only attendees are available at the Radisson Plaza Hotel, just across the street from the Marriott, available for just \$129/night. Spread throughout today's TATTLER are details about The Promotions Summit agenda! For complete Learning Conference information, visit www.theconclave.com.

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Changes. **Tommy Mason**, formerly of Rock WMZK/Wausau-Stevens Point and WEDJ/Indianapolis, joins the wake up lineup at **South Central Communications** Country WLFW/Evansville, IN...**Saga** Active Rocker WLZR/Milwaukee taps **Patrick Mashburn** to take on Creative Services Directorship. Mashburn comes from an imaging Director role at **South Central** Classic Rock WABX/Evansville, IN...Former WHZZ/Lansing, MI PD **Dave B. Goode** steps into the PD shoes vacated by **Aaron "Goose" Seller** at **Summit City Radio**Top

40/Rhythmic WNHT/Ft. Wayne...After spending 13 years as an air personality on WUSN/Chicago, **Amy Davis** moves to middays at **Cumulus** Country WKKO/Toledo.

CONCLAVE RUMOR #2: Dr. Laura Schlessinger?

The **Clear Channel** vs. **Larry Wert** suit has been settled on undisclosed terms. Wert, former executive at Clear Channel, now Pres./GM of **NBC O&O WMAQ-TV/Chicago**, was suing over the company's alleged refusal to cash out 24,000 shares of Clear Channel stock earned in '94 and '96.

Mike McConnell will broadcast portions of his **Clear Channel** Talk WLW-AM/Cincinnati midday show live from Iraq beginning Monday, April 18. The host's trip, which was arranged by the **Department of Defense**, will also broadcast on **Jim Scott** and **Bill Cunningham's** show before McConnell's return on April 26.

REMINDER!The 30th Annual Conclave Learning Conference doesn't happen all by itself. It needs the support of key players in our industry to keep it going. In that spirit, the Conclave thanks these proud partners of the 2005 Conclave: **Platinum Partner:** Billboard Radio Monitor. **Partners:** All Access, Arbitron, BDS Radio/Nielson/VNU, BMI, First MediaWorks, Matt & Ramona/Bob & Sheri, Jones Radio Networks, Troy Research. **Scholarship Partners:** Brown College, Specs Howard School of Broadcasting and McNally-Smith College (formerly Musictech). If you deal with any of these fine organizations this week, take the time to say 'thanks'!

Minnesota Twins manager **Ron Gardenhire** will be joining **Fox Sports Radio** as a baseball analyst. He will appear Thursday mornings on the **Fox Morning Extravaganza** alongside **Vin Earl Wright, Andrew Siciliano** and **Krystal Fernandez**.

Summit City Radio Group WYLT (MY 103.9)/Ft. Wayne, IN is giving away **Free Gas for a Year** to some lucky listeners. The station will play **Run Out of Gas** sometime between 6a-7p, listeners can call in to win. Contestants win an instant \$25 dollar **My Free Gas Pass** and automatically qualify for a weekly drawing to win free gas for a year.



Free Ice Cream and a Good Cause, what could be better? The **27th Annual Ben & Jerry's Free Cone Day** will take place on Tuesday (4/19) in Chicago. The event will be staffed by **Infinity AAA WXRT/Chicago** personalities **Lin Brehmer, Terri Hemmert, Frank E. Lee, Tam Marker, Marty Lennartz and Wendy Rice**. Donations will be accepted and all proceeds will be donated to **Inspiration Caf**, a non-profit that provides homeless men and women restaurant-style meals, housing, job training and case management in a therapeutic community.

One of **Nextmedia AC WZSR** and Rhythmic Oldies **WWYW/ Suburban Chicago's** pet cows...(no, not a typo. What? Your station doesn't have barnyard pets?) ...**Lollipop** escaped from her bovine prison and ran amuck about the town. The six-year-old cow ended up at the **McHenry County College**, surrounded by police, college security and (worst of all) radio station interns. Lollipop was not ready to relinquish her freedom yet, though, as she broke through the line, leaving two broken windows in her wake before finally being lassoed in a near-by cornfield. This will likely be Lollipop's last stand, however, as the walls of her pen are now being raised.

David Cassidy will guest host for **Paul Perry** on **Infinity Oldies WJMK/Chicago** next week. (4/18-22). This will be a break for the former **Partridge Family** heartthrob from his Vegas headlining show.

Some soldiers in Iraq won't have to be without their Thin Mints thanks to **Country WNCY/Green Bay-Appleton-Oshkosh**. The station just wrapped up a **Treats for Troops** drive, collecting Girl Scout Cookies—they just sent over 3,000! Congrats to APD/MD **Stix Franklin** and the whole **WNCY** crew.

Congratulations to **Alan Burns**, Pres. & CEO of **Alan Burns and Associates** on being chosen as the recipient for the **2005 Outstanding Alumni Award in Telecommunication** awarded by the **University of Alabama**. The honor will be bestowed on Friday (4/15) on the school campus with Alan and his wife, both U of A alumnus, present.

30 YEARS OF THE CONCLAVE - 1984. The **TATTLER** continues its 30-year retrospective of the summer **Conclave Learning Conference**. This week, the year of Conclave IX-1984! 1984 **Don Imus** becomes 1st VH1 VJ. **FCC** ups 7-7-7 to 12-12-12. Lite AC begins at WLTW. **John Gorman** becomes WMMS OM. **Sky Daniels** gets KFOG airshift. **Mark Driscoll** becomes WZPL PD. **Steve Perun** becomes KWK PD. **Tom Owens** becomes WEBN PD. **Bill Gamble** becomes WMAQ PD. **Phil Quartararo** becomes Island VP/Prom, names **Bob Catania** Rock Dir. **Marvin Gaye** is murdered. Brown Institute's **Dennis Becker** dies. First Conclave to be held outside the Radisson during Conclave: Cyndi Lauper "Time After Time." Conclave travels to St. Paul from Plymouth, MN. Conclave keynote: **Dave Martin**. Conclave IX faculty: **Mike Rockwell, Eric Norberg, 'Weird Al' Yankovic, Dr. Demento, Charlie Boone, Garrison Keillor.** Trivial Pursuit tournament. Mississippi Riverboat cocktail party caps weekend.

Changes, Too. **Dave Michaels**, PD for **Artistic Media Country WBTU/Ft. Wayne** and **Country WLFF/Lafayette**, adds yet another sister station in Top 40 **WAZY/Lafayette**. He'll be replacing **Tommy Frank** who will in turn be focusing on his primary duties as PD at Top 40 **WNDV/South Bend**...Shuffling the deck in **Green Bay, Cumulus Country WPCK** puts PD **Dylan Fletcher** on afternoon drive, and moves APD **Ron Stevens** to AM's with **Cindy Austin**...**Adam Smasher**, formerly of afternoon fame at **WNKS/Charlotte**, moves to middays at **Clear Channel Top 40 WKSC**...**Salem Religion WYLL-A/Chicago** switches on its new nighttime signal, raising power to 50kw fulltime. The station was previously limited to 5kw only at night.



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and
more!

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Recipient -
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Sholin

XXX 30 HARDCORE RADIO

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Availz: Former AAA/Peoria OM **John McKeighan** at 217-359-9435 or j.mckeighan@insightbb.com.

Jobs. KCIM/Carroll, IA is looking for an Assistant News Director/Staff Announcer. This is a great entry-level position for someone looking for experience in many aspects of radio. Great company and good benefits for the right person. Send your demo's and resumes to john@carrollbroadcasting.com or mail to John Ryan P.O. Box 886, Carroll IA 51401...Clear Channel/Minneapolis is seeking an Executive Assistant. E-mail or mail resume, cover letter, position you're seeking and salary requirements to: Hiring Manager, Clear Channel, 1600 Utica Ave S Ste 400 St. Louis Park MN 55416 E-mail: Employment@ClearChannel.com...**Nextmedia** AC WZSR (STAR 105.5) and Rhythmic Oldies WWYW (Y103-9)/suburban Chicago needs a new morning co-host. Send your T&R to 8800 US Highway 14, Crystal Lake, IL 60012...**Archway** Oldies KOLL/Little Rock needs a PD/afternoon, ASAP, to replace **Don Wayne**, who is relocating to Jackson, MS. Send the MP3s and resumes to consultant **Joel Salkowitz** at nyflyboy@aol.com...**Midwest Communications** Country WIN 98.5 is looking for air-talent for a fun summer of festivals and events in 7 counties Please send your stuff to P.J. Lacey, WIN 98.5, 25 W. Michigan, 4th floor Heritage Tower, Battle Creek, Mi. 49017... **Cumulus/Kalamazoo** has a PD opening for Top 40 WKFR. Packages can be sent to **Mike** at 4154 Jennings, Kalamazoo, MI 49048 or MikeMcKelly@Cumulus.com...**Regent Broadcasting** Rhythmic CHR KKSr/St. Cloud, MN is looking for their next night star. Position must be filled quickly so rush your demo, resume and photo to KISS Nights/KKSr, 640 Lincoln Ave SE, St Cloud, MN 56304 or KISSTHAT@gmail.com...Twin Cities based mom & pop radio station seeks professional quality announcer to voice commercials, flexible PT. Must be able to operate computer based recording equipment without assistance. No beginners, must have very professional delivery. Email mp3 demo and resume to qp@visi.com...Account Exec position open. Min. two years sales experience required. Submit resumes to **Bob Schick**,

WJR Sales Manager, 3011 W. Grand Boulevard, Suite 800, Detroit, Michigan 48202. Contact **Carol Holmes** at 313-873-9742 for appointment...WIHN/Normal, IL is still searching for an individual to produce, image and run the board for The Bob and Tom Show. Choice of a weekend shift also. Send info to **Adam Chandler**, PD- WIHN Radio, 108 Boeykens Place Normal, IL 61761 or chandler@967irock.com...WCMY/Ottawa, IL Seeking news reporter/anchor for small market heritage station. Must have news experience, good work ethic, solid writing skills, good delivery and positive attitude. Please send aircheck and resume to **News Director**, WCMY, 216 W Lafayette St., Ottawa, IL 61350...**The Cromwell Radio Group** /Mattoon-Effingham, IL is currently seeking qualified part-time air staff. This is for PT weekend air shifts with some board work through the week. Must be within driving distance of Mattoon or Effingham. Interested applicants should contact **Ken Cunningham**, 209 Lakeland Blvd., Mattoon, Illinois 61938 or e-mail ken@1043theparty.com calls ok between 10am and 3pm to 217-235-5624...**Midwest Communication/Duluth, MN** seeking a FT Account Executive. Duties include meeting with customers, developing meaningful relationships, developing promotional ideas, attaining sales goals, researching co-op & presenting ideas to customers. Exceptional service a must. Valid driver's license/vehicle. 1-2 yrs outside sales experience preferred but we will train the right person. Please send resume by May 15, 2005 to Midwest Communications, 715 East Central Entrance, Duluth, Mn 55803 or roxanne@mwcradio.com or fax to 218.722.5423...**Metro Networks / Shadow Broadcast Services/Detroit** is seeking candidates for News Bureau Chief. The position requires anchoring news reports on top-rated major market stations, news writing and reporting duties and management of all news staff members. We are looking for a proven leader who is a Detroit news expert. Submit T, R and writing sample ASAP to Metro / Shadow - Detroit, **Howard Bouton**, Director of Operations 3000 Town Center - Suite 2160, Southfield, MI 48075. All listings in *Jobs* are provided free of charge and represent equal opportunities. No calls unless otherwise indicated.