

THE MAIN STREET Communicator Network TATTLE R

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“...Ask for the Employee Discount!”

WELCOME TO CONCLAVE 30 (or XXX - which got us into a LOT of trouble marketing the event this year!) Lots of planning went into this weekend, and the folks responsible for that are identified by their red lanyards. They're the Conclave Board (and staff). Have a question? Find a red lanyard, and the person wearing it has your answer- within reason, of course (For example: they don't know for sure if it was Karl Rove, and they'd like more time to examine the credentials of the Supreme Court nominee...).

UPDATES, NOT FOUND IN YOUR UPDATE. Here are a couple of last, last minute things not found in your soothing pink WEEKEND UPDATE (Of course, all agenda items are subject to change without notice.)

FRIDAY, 9:30 AM (St. Croix 1) ARBITRON PRESENTS THE PPM UPDATE with Bob Michaels. On Wednesday, 7/20, the RAB/Forrester Study on the economic impact of PPM was released. The net difference in spending with PPM versus diaries is \$696 million when PPM is fully deployed. More details on the study will be covered in the PPM session with Bob Michaels. Don't miss it! (See story elsewhere in this TATTLE R).

FRIDAY, 2PM (Grand Portage 3 & 4) BILLBOARD RADIO MONITOR PRESENTS THE TOP 40 FORMAT SYMPOSIUM. Omitted from previously announced faculty: Jimmy Steele WKSE/Buffalo!

SATURDAY, 9AM-Noon (Pine/Birch/Maple/Ash 4th FL). THE BROWN COLLEGE/CONCLAVE JOB FAIR! Here's who will be setting up shop, interviewing potential employees on Saturday morning: Decorah Broadcasting, KDWB/Clear Channel, KMOJ, KSRQ Radio/Northland College, KSUM/KFMC, Little Falls Radio, New Northwest Broadcasters, Omni Broadcasting -Brainerd Mn, Quarnstrom Media/WCMP, Relevant Radio, Triad Broadcasting. There is STILL room for TWO more companies in the Job Fair. If you're interested, look for Karol Baumeister from Brown College or Tom Kay near the 4th floor registration area, and sign up. If you're interested in working for any of these fine companies, bring your resumes (and audio, if you're interested in airwork) and visit with these companies on Saturday morning!

ALL WEEKEND. THE SILENT AUCTION. Here's a listing of the Silent Auction items available for bidding inside the Silver Lake room (4th Fl). The dollar amount in parenthesis is the minimum bid for each:

- 1. Mitch Albom auto'd "5 People" book (MB \$35)
2. Corbin Bernstein - Auto'd photo (MB \$10)
3. Dixie Chicks - Auto'd photo (MB \$50)
4. Paul Winfield - Auto'd photo (MB \$10)
5. Jessica Simpson - Auto'd photo (MB \$15)
6. The Kinks - Auto'd Greatest Hits CD (MB \$50)
7. Jessica Simpson - Auto'd Disney CD (MB \$25)
8. Eric Waugh - Auto'd T-shirt (MB \$10)
9. Herb Carneal - Bobblehead (MB \$30)
10. Doug Mientkewitz - Bobblehead (MB \$40)
11. Dave Winfield - Bobblehead (MB \$50)
12. Trapt - Auto'd CD (MB \$20)
13. Bobby Knight Auto'd basketball (MB \$50)
14. Minnesota Gophers Leather Jacket (MB \$75)
15. Wisconsin Badgers Leather Jacket (MB \$75)
16. Tom Hanks "Forest Gump" Worn Shirt piece (MB \$55)
17. Tom Hanks auto'd 8x10" (MB \$25)
18. Steve Martin auto'd 8x10" (MB \$25)
19. Oprah auto'd 8x10" (MB \$25)
20. Dan Akroyd auto'd 8x10 (MB \$25)
21. Michael Douglas auto'd 8x10" (MB \$25)
22. Rick Moranis auto'd 8x10" (MB \$25)
23. Bruce Willis auto'd 8x10" (MB \$25)
24. George Carlin auto'd 8x10" (MB \$25)
25. Prince auto'd album (MB \$70)
27. Tom Cruise auto'd Mission Impossible script (MB \$50)
28. 1960 Wisconsin Badger Rose Bowl pennant (MB \$35)
29. Kiss Action Figures - all 4 (MB \$25)
30. Minnesota Vikings QB auto'd hat - Sean Salisbury, Wade Wilson, Rich Gannon (MB \$20)
31. Reggie Jackson Auto BB (MB \$45)
32. Jerry Rice Auto 8x10 (MB \$35)
33. Ted Williams Auto Photo (MB \$55)
34. Jay Leno Auto Caricature (MB \$25)
35. Star Wars (McGregor & Christiansen) Auto 8x10 (MB \$25)
36. Muhammad Ali Auto Plaque (MB \$75)
37. Donald Trump Auto Billionaire book (MB \$30)
38. Rodney Dangerfield Auto 3x5 card (MB \$35)
39. Jamie Foxx Auto microphone (MB \$45)
40. Eric Clapton Auto guitar guard (MB \$40)
41. Dick Gregory Auto Conclave 2004 Program (MB \$20)
43. Johnny Cash auto'd album (MB \$50)
44. Charles Shulz auto'd Charlie Brown paperback book (MB \$60)
45. Bruce Springsteen auto'd Born In The USA lyric sheet (MB \$50)
46. Harrison Ford auto'd Raiders of the Lost Ark script (MB \$50)
47. Johnny Carson auto'd magazine photo (MB \$45)
48. Theory of a Deadman auto'd CD (MB \$5)
49. Submersed Auto'd CD (MB \$5)
50. MXPX Auto'd CD (MB \$5)
51. MyFi2Go XM Radio (MB \$150)
52. Conclave Collector's Rugby Shirt (MB \$15)

The J Project featuring the hit single "Delusions of Grandeur" Produced by LaSalle Gabriel - See J perform at the 2005 Conclave Learning Conference on the rock stage - #69 on the FMOB HOT AC chart after 5 weeks - Performed at the 2005 R&R Convention www.thejproject.com www.slrecords.net 952.893.9900 wea

Findings from the study conducted by **Rab & Forrester Research** on the economic impact on radio of **Arbitron's Portable People Meter (PPM)** were announced this week in a presentation at the Waldorf-Astoria in New York City. Respondents to the study were drawn from a wide test pool ranging from small, local ad agencies to large, urban powerhouses. Key points of the presentation given by RAB consultant **David Pearlman** included the fact that close to one in four advertisers say they would spend more cash for radio ads if a PPM ratings system were implemented, in fact respondents indicated that ad agencies would up spending by 17% and individual advertisers could increase by 23% if PPM is implemented. An 8% drop in spending can be anticipated if the diary method continues. Said one agency rep, "Anything is better than the way they're doing it. They need help desperately; the ratings are very unreliable". **Conclave** attendees can get the inside scoop from Arbitron's **Bob Michaels** at his **Sneak Peak: PPM Ratings Data** session at 9:30am on Friday, July 22.

The **Digital Entertainment Conference and Awards** will be expanded this year as last year's sponsors **Digital Media Wire** and (**Conclave Platinum Sponsor!**) **Billboard** bring **Nielsen Entertainment** on board as well as **Adweek Magazine** and the **Hollywood Reporter** to put forth a two-day conference to be known as the **Digital Entertainment & Media Expo**. The event will take place Nov. 30 – Dec. 1 in Los Angeles and will be produced by **VNU Entertainment Group**.

XM Radio is going global. The satellite broadcaster has anted up \$25 million towards investment in **Worldspace**, a company that currently broadcasts in Europe, Asia, Africa and the Middle East via two geostationary satellites. As part of the deal, **XM** will receive \$37.5 million in Worldspace stock.

Two new digital formats are now on-air in Chicago. **HD Radio** has added Smooth Jazz WNUA and Urban (R&B oldies/blues) AC WVAZ.

They really just don't make hardened criminals like they used to in Chicago. **Rudy Washington** pled guilty on Monday, July 18 to federal robbery charges that could put him away for five years. He and five others robbed the **South Chicago Heights TCF Bank** in April of last year. The case might have gone unsolved, leaving Washington and his cohorts with \$81,000 to divvy up between them, as there were no leads in the case. It would seem Washington was feeling invincible, as his next move was to call in to the confessions show on WKSC. He described to the jocks, with great relish, the exact details of the crime and stated that he had been "buyin' Louis Vuitton this, Blass that, everything, man." He called from...wait for it...his cellphone. The call was then traced, and the criminals apprehended.

Changes. **Jeff Schwartz** takes on VP/Programming duties for News/Talk WCKG/Chicago...Morning dude **Jason "Foz" Fosdick** exits **AAA Entertainment** Top 40 WQQB/Champaign, IL... Reach Jason at 217-898-3518...**Three Eagles** Top 40 KFRX/Lincoln PD **Adam Michaels** exits afternoons and heads to **Cox** Top 40 KELZ/San Antonio to do the same timeslot...

Jobs. Part Time Traffic Producer, Total Traffic Network Wanted. Forward resume, cover letter, position you're seeking and salary requirements to Hiring Manager, Clear Channel, 1600 Utica Avenue S #400, Minneapolis, MN55416 or employment@clearchannel.com...Wanted- A Morning Co-Host & Middays for Northern Michigan's Hit Music Station, 106KHQ. Can you relate to women with a music intensive show? Can you be a part of the show and bring something substantial to the breakfast table? Can you put on a great show for our at work listeners? Send Audio and Resume ASAP to OM **Todd Martin**, OM, 106KHQ, PO Box 286, Petoskey, MI 49770...**Backyard Broadcasting/Sioux Falls, SD** seeks PD for 5-station cluster. Send T&R to **Craig Hodgson**, VP/GM, craig.hodgson@byradio.com. All Jobs listed are provided free of charge and represent equal opportunities. No calls, unless specified otherwise.

THE MAIN STREET MINNEAPOLIS/ST.PAUL DIAL GUIDE

On your car radio outside or inside the Marriott, these are the stations you should receive! Key: Frequency-Call Letters-Nickname-Format-Owner.

FM

- 88.5 KBEM-FM "Jazz 88" Jazz/Traffic Minneapolis Public Schools (Noncomm)
- 89.3 KCMP Eclectic/AAA Minnesota Public Radio (Noncomm)
- 89.9 KMOJ Urban A/C Community Center For Communication and Development (Noncomm)
- 90.3 KFAI "KFAI - Fresh Air Radio" Eclectic Fresh Air, Inc. (Noncomm)
- 90.7 K214DF "K-LOVE" (translator) Christian A/C Educational Media Foundation (Noncomm)
- 91.1 KNOW-FM MPR News/Talk American Public Media Group (Noncomm)
- 91.5 K218DK "WNCB" (translator) Christian CHR North Central Christian Board (Noncomm)
- 92.5 KQRS-FM "KQ-92" Classic Rock ABC/Disney
- 93.1 KXLP Rock Clear Channel (fringe signal: Mankato)
- 93.7 KXXR "93X" Active Rock ABC/Disney
- 94.5 KSTP-FM "KS95" Hot A/C Hubbard
- 95.3 KNOF Religion/Gospel Selby Gospel Corp. (Noncomm)
- 95.5 KRDS "Maxx FM" Oldies James Ingstad (fringe signal: New Prague)
- 95.9 WLKX-FM "Spirit FM" Contemporary Christ. Dan Peters (fringe: Forest Lake; simulcast with 107.5 KBGY/Faribault)
- 96.3 KTTB "B-96" CHR/Rhythmic Radio One (move-in signal; Glencoe)
- 97.1 KTCZ-FM "Cities 97" Adult Alternative Clear Channel
- 97.5 KNXR Beautiful Music United Audio (fringe signal: Rochester)
- 98.1 WWJO "98 Country" Country Regent (fringe signal: St. Cloud)
- 98.5 KTIS-FM "Life" Inspirational Northwestern College
- 99.5 KSJN-FM MPR Classical American Public Media Group (Noncomm)
- 100.3 KJZI "Smooth Jazz 100.3" Smooth Jazz Clear Channel
- 100.9 KUOW-FM/Classic Hits Lynn Kettleson (fringe signal: Owatonna)
- 101.3 KDWB-FM CHR Clear Channel
- 101.7 WHMH-FM "Rockin' 101" Act. Rock Tri-County Broadcstg (fringe: St. Cloud)
- 102.1 KEEY-FM "K-102" Country Clear Channel
- 102.9 WLTE "Lite Rock 103" A/C Infinity-Viacom
- 103.5 KYSM-FM "Country 103" Country Clear Channel (fringe signal: Mankato)
- 104.1 KJZK "JACK-FM" The Jack format. Infinity-Viacom
- 104.7 KCLD CHR Leighton Enterprises (fringe signal: St. Cloud)
- 105.1 WGVX "Drive 105" Adult Alternative ABC/Disney
- 105.3 WGVY "Drive 105" Adult Alternative ABC/Disney
- 105.7 WGVZ "Drive 105" Adult Alternative ABC/Disney
- 106.1 KLCL "Bob 106" Country Milestone Radio (fringe signal: Princeton-Elk River)
- 106.5 KUOM-FM/KDXL "Radio K" St. Louis Park Public Schools (share-timer 10W low power high school station shares summer months with U of M's 770 KUOM)
- 106.7 K294AM "Fresh Air Radio" (translator) Eclectic Fresh Air, Inc. (Noncomm)
- 107.1 WFMP "Real Life Conversation - FM 107" Female Talk Hubbard (move-in: New Richmond-Coon Rapids)
- 107.5 KBGY "Spirit FM" Contemporary Christian Dan Peters (fringe signal: Faribault; simulcast with 95.9 WLKX/Forest Lake)
- 107.9 KQQL "Kool 108" Oldies Clear Channel

AM

- 630 WDGW Spanish Music/Talk Greg Borgen
- 660 WBHR "The Bear" Sports Tri-County Broadcasting (fringe: St. Cloud)
- 690 KFXN "Score 690" Sports Clear Channel (daytimer)
- 740 WMIN "La Nueva Ley" Hispanic Talk Starboard Broadcasting (fringe signal: Hudson) (daytimer)
- 770 KUOM "Radio K" College Alt. U of M Board/Regents (Noncomm) (daytimer)
- 800 WWAL "Original Country Radio" Classic Ctry Tri-County Broadcgt (frng: St.Clod)
- 830 WCCO News/Talk/MN Twins Infinity-Viacom
- 900 KTIS Christian Music/Teaching Northwestern College
- 920 KDHL "The Mighty 920" Farm/Full Service Cumulus (Fringe signal: Faribault)
- 950 KSNB Sports News-Talk Infinity-Viacom
- 980 KKMS Christian Talk Salem
- 1030 WCTS Religious Central Baptist Seminary (Noncomm)
- 1130 KFAN "The Fan" Sports Clear Channel
- 1220 WEZU Nostalgia/Talk Endurance Broadcasting
- 1280 WWTC "The Patriot" Conservative News/Talk Salem
- 1330 WLOL News/talk Starboard Broadcasting
- 1400 KLBB "Club 14" Standards/Nostalgia Starboard Broadcasting
- 1440 KDIZ "Radio Disney" Pre-Teen CHR ABC-Disney
- 1470 KLBP "Club 14" Standards/Nostalgia Starboard Broadcasting
- 1500 KSTP "AM 1500" News/Talk Hubbard
- 1530 KSMM "Relevant Radio" Catholic Talk Starboard Broadcasting (fringe: Shakopee) (daytimer)
- 1570 KYCR "Patriot II" Religious and Conservative Talk Salem
- 1590 WIXK "Real Country" Country Hubbard (Fringe signal: New Richmond)
- 1600 KWOM Oldies/Classic Country Minn. Valley Broadcstrs (Fringe: Watertown)

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