

THE  
**MAIN STREET**  
Communicator Network  
**TATTLE R**

Publisher: Tom Kay  
Associate Publisher/Editor • Claire Sather  
"The Director's Cut!"

**CONCLAVE XXX GOES INTO THE BOOKS!** When the Promotions Summit - sponsored by *Billboard Radio Monitor* in association with **PromoSuite**, kicked off the 30<sup>th</sup> Annual Conclave Learning Conference on Thursday, July 21 in Minneapolis, the overwhelming attendance for the industry's only summit dedicated to promotions served as a prognosticator for good things to come. By the time the Arbitron Farewell Brunch had rolled around on Sunday, July 24, the 2005 Conclave had attracted 838 media professionals (a modern day record!) for four full days of learning, camaraderie and very special musical performances that brought down the house. Attendance at the 2005 Conclave was represented with people from over 40 states, Canada, Hungary, Guam and points throughout the world. From the overwhelming jamming at the Thursday Night Opening Reception featuring music by **Jon Nicholson** and "hick-hop" star, **Cowboy Troy** of the **MuzikMafia** to the full-fledged 45-minute electric band set provided by superstar **Keith Urban** at the BMI Scholarship Luncheon to the poetry of Barenaked Ladies' founder **Steven Page** during the Rockwell Award Luncheon, performances provided an electric spark to the 2005 Conclave. So inspired by the Conclave, Page then joined attendees at Elsie's Bowling Center where he bowled several games and then entertained by singing karaoke in front of a packed Conclave and public at the Elsie's bar. Bread's "If" has never been so entertaining! Of course, attendees attended over 40 educational sessions and left the Conclave with new approaches and fresh ideas to better serve their stations and their listeners. FCC Commissioner, **Jonathan Adelstein** was interviewed by *Billboard Radio Monitor's* **Paul Heine**. At one point, Adelstein noted that, "The FCC has no plans to act on congressional inquiries into forcing cable and satellite media to adhere to indecency. The courts have made it clear that they are most concerned with over-the-air broadcasting where parents can't easily control access to children." Keynote presenter; Air America's **Al Franken** contributed that liberal radio does have an audience and will continue to grow. When the

laughter died down, attendees were treated to an hour with syndicated morning man, **Mancow**! Nothing was sacred, as Mancow comically implored the audience to have a passion for radio. He stated to much laughter that he believes "Howard Stern gave up on radio and I am sorry that he did. We need to fight the good fight because radio is the best medium in the world. Of course, Howard's loss is my gain." Congratulations to 2006 Rockwell Award winner, **Dave "Duke" Sholin**, who was able to have his wife and three children in attendance when he was bestowed this special honor! For more information and to learn how you can help organize the 31<sup>st</sup> Conclave Learning Conference to be held at the Marriott City Centre in Minneapolis from July 12-16, 2006. And don't forget about TalenTrak in Cleveland on Saturday, October 15<sup>th</sup>! For more information on both, call 952-927-4487 or visit [www.theconclave.com](http://www.theconclave.com).

As reported in the last edition of the *Tattler*, St. Louis radio personalities **DJ Kaos** and **Sylli Asz** have been on suspension from **Clear Channel** Urban KATZ for their controversial statements detailing how to disarm a police officer. The station has not yet released an official statement regarding the incident, and the long-term fate of the morning duo remains unknown.

**Joe Bevilacqua**, OM/PD of Modern Rock WWDC/Washington, D.C. moves to Dir. of FM operations for **Clear Channel**/Denver!

*What they said about the 30th Learning Conference:* **Paul Jacobs**, Jacobs Media – "At a time when many question where the next superstars are going to come from, they should come to Minneapolis in July to meet them."

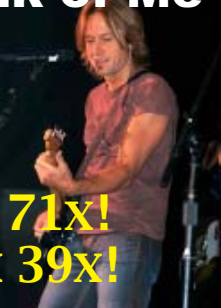
**Ain't Misbehavin', Just Conclavin'** is the story of the development of one of America's most well-respected radio industry gatherings: The Conclave Learning Conference. Author **Jay Philpott** chronicles the Conclave's humble beginnings as a five state regional conference in 1976, tracing its evolution and growth through the years due to the efforts of its Board of Directors, the hundreds of speakers and panelists, its sponsors and the thousands of attendees that came to learn, network and have a lot of fun! Loaded with features and fun content including year by year week of Conclave album and singles charts courtesy of *Billboard*, plenty of photographs (many in color), memorable quotes from past Conclave speakers and the exquisite humor and artwork of **Bobby Ocean**, with his rendition of the cover and the many timeless cartoons on the inside. Foreword by All Access' **Joel Denver**. The book was given away to attendees at last weekend's 30<sup>th</sup> Learning Conference, but you can pick up a copy of the 148 page epic for just \$20 USD postpaid! It will be available beginning next week at [www.theconclave.com](http://www.theconclave.com).



The J Project featuring the hit single "Delusions of Grandeur"  
Produced by LaSalle Gabriel

- Performed at the 2005 Learning Conference's Rock Symposium last weekend!  
- #69 on the FMOB HOT AC chart after 5 weeks  
- Performed at the 2005 R&R Convention

[www.theproject.com](http://www.theproject.com)  [www.slrrecords.net](http://www.slrrecords.net) 952.893.9900 **wea**



**You'll Think of Me**

**KEITH URBAN**

ADD WIOG! WKZL 71X!  
WDVD 42X! KAMX 39X!  
WMMX 32X!

When it comes to men hitting one another until bones are broken and people bleed, it really becomes an issue of personal pride. How would *you* feel if you'd been beaten in a boxing match by a guy named **Butterbean**? Exactly. So, perhaps you can sympathize with **Infinity** Alternative WXTM/Cleveland morning star **Dieter**. The **Rover's Morning Glory** co-host is claiming that he, not the 400-pound Butterbean was the true champ in their 7/16 fisticuffs. You might be asking yourself, "Huh. How, indeed, did a morning show radio personality end up boxing with a four bill, former **W.A.A. Super Heavyweight** champion named Butterbean?" You would be right to ask. The answer is simple: Dieter dissed Butterbean on the show, 'Bean called in and challenged the jock to three rounds, and WXTM then parlayed the fight into an all-day promotional event, complete with food vendors and beer trucks. The first round went to Dieter in a two-one decision by the judges, but the following two were unanimously given to Butterbean. Dieter was subsequently rushed to a local hospital where he was found to have a broken rib, concussion and severe swelling of the face. He was then quoted on **CBS**-affiliate WOIO-TV claiming victory, "In my mind, I won the fight. I lasted three rounds with the best puncher in the world." He may be right, but it is clear that the true winner in this fight is WXTM, walking away with a huge publicity coup.

The Conclave wishes to thank the organizations that were proud partners of the 2005 Conclave: **Platinum Partner**: Billboard Radio Monitor. **Partners**: All Access, Arbitron, Nielsen/BDS, BMI, BitXchange/AudioXchange, Brown College, Clear Channel Communications, First MediaWorks, Loyal Ears, McNally-Smith College (formerly Musictech), Matt & Ramona/Bob & Sheri, PromoSuite, Jones Radio Networks, Specs Howard School of Broadcast Arts, and Troy Research.

By the time you read this, a great friend of the Conclave - **Mark Barron** - will become the newly Assistant Vice President of Corporate Marketing – a newly created post for Mark at **BMI**. In his new role, Mark will continue to work with Media Licensing, while working more closely with the Writer/ Publisher department and other areas in the company.

*What they said about the 30th Learning Conference:* **Chris Stevens**, TM Century – "It was a wonderful celebration of radio and the art form that it is!"

**CONCLAVE LEARNING CONFERENCE 2005 ATTENDANCE BREAKDOWN:** Radio 63%, Music Industry 13%, Student/Teacher 12%, Vendors 10%, Other 2%. Total = 838.



**KORY & THE FIREFLIES**

**She's Comin' Back Again**

AIRPLAY: KKRL, KKCK, KQKY, KWOA, KMKK, KLLT, KU00, QORN, KVHT, KMXC, KIXX, KWYR, KBRK, KRCS, KQIC, KSQY, KLGR, KSYZ, KDWD, KNEN

*What they said about the 30th Learning Conference:* **Diana Nelson**, Air America/Minnesota – "Conclave ROCKS!!!! It was exciting, inspirational, hilarious, silly, grown-up, informational, surprising, amazing, FUN, excellent!"

Radio veteran and author of the NY Times #578 bestseller **Ain't Misbehavin' Just Conclavin'** – **30 Years of the Conclave**, **Jay Philpott** has entered the freelance voice-over business. Hit the site at [www.jayvox.net](http://www.jayvox.net) or email him at [JAYDIO@aol.com](mailto:JAYDIO@aol.com).

**Conclave** Board member and newly installed PD of **ABC** Talk WLS-A/Chicago, **Kipper McGee**, wasted no time in making his mark as he inked a three-year deal to carry **Notre Dame** football. The 50,000 watt station will carry each game of Fighting Irish football through 2007.

Legal troubles are also afflicting **Tyrone Bynum** at Urban AC WMFN/Grand Rapids, MI. The sports talker along with Athletic Director for **Grand Rapids Public High Schools Mel Atkins** made statements earlier this year that implied that **Kevin Grady, Sr.** was in the business of recruiting young student athletes for **East Grand Rapids** high schools. Grady, who denies any sort of illegal recruitment activity, filed a defamation suit against Bynum and Atkins.

**Changes.** **Jessica Rose** leaves overnights at Oldies KOLA/Riverside, CA and takes on middays at **Entercom** Top 40/Rhythmic KDGS/Wichita. Former player **Mark Herrman** throws in the towel as radio analyst for the **Indianapolis Colts**. **Newsweb** Adult Hits trimulcast WRZA-WKIE-WDEK/Chicago hires on interim PD **Matt Dubiel** for the real deal: official PD.



**The Vanity Project**

featuring **STEVEN PAGE** - Star of the 30th Conclave!

**WILTED ROSE** adding NOW!



**KWOA! KGLI!**



**Breanna**

**NO OTHER LOVE**

**Greater Media/Detroit** — broadcasting in HD — have launched companion independent multicasting channels for Active Rocker WRIF, Classic Rocker WCSX, and AC WMGC (MAGIC 105.1) with the launch of multicast channels called WRIF2, WCSX **Deep Trax** and **More Magic**. WRIF2 is a hybrid fusion of Alternative, Indie Rock, Hip-Hop, Punk, and local artists. WCSX **Deep Trax** will feature very deep delvings into Classic Rock, and **More Magic** will be a Soft AC format.

*What they said about the 30th Learning Conference:* **Pat Martin Lopeman**, President/Bay View Broadcasting — “This year’s event was the best ever. I’m going into a sales meeting, (and) use information from the marketing to women session!”

**COMMENT.** Back in January, the TATTLER wrote about the **Elliott Spitzer** investigation into industry payoffs ( “*This Time It’s Different*” 1/21/05). In it, we made a rather bold prediction: “Before **Conclave 30** convenes, many inside the industry will have exited for one reason or another. It won’t just be the little guys who may have accepted a label junket. It’ll include top brass. And it will affect the innocent, as well. Whether we like it or not, the purge has just begun. The clarion call to clean up our act has been loudly sounded. Those who’ve chosen to stretch personal and business ethics — not to mention legality — in the quest of increased NTR are about ready to become a part of tomorrow’s headlines.” We were off — by 48 hours. All this began to hit after the Learning Conference was 2 days old. But it was inevitable, just the same. It’s amazing how many inside and outside our industry still don’t get it. (Of course, some outside our industry think “DJ’s” pick the music they play and what’s a ‘DJ’, anyway — while others believe that radio stations actually pay attention to requests.) **Daniel Gross** writes in *Slate*: “Payola is harmless — we don’t need laws to stop labels from paying to put bands on the radio. If no one likes the music, it won’t last, and the stations themselves will suffer.” Hmmm — Somebody tell Daniel to look at the diminishing CD sales trend over the last five years, or let him know that Arbitron has been telling the industry that radio TSL has been falling for some time. The wrong music played often- or the right music played sparingly, if at all - on the radio can have that kind of effect. Those laws he laughs at could have had the effect of improving the quality of current music programming and consequently, music purchasing. Instead, what will ultimately and sadly found to be industry-wide practice (it appears other major label groups will join **Sony/BMG** in paying up) may not only have been wrong, but the pay-off procedure may have ALSO been a cause for music sales and radio listening shortcomings. But do we, as an industry, get it? Let’s ask “Fred”

**jon patrick mcclaren**

**ON AT:**  
 KYYY, KELO,  
 KMXC, KEXL, KRRO,  
 KIXX, KSJZ,  
 KZMY, KWYR



**chasing butterflies**

who sent a response published in *MusicBiz* this morning: “(The people losing their jobs in this scandal) were hard working people who did absolutely nothing that other labels didn’t do.” Get a clue, Fred. Wrongdoing is wrongdoing. If others did it, it’s still wrong and they could stand to lose their jobs, too. It’s not going to be pretty around here for the next few months. The public is going to witness us airing our dirty laundry, and we’ll continue to be embarrassed by it all. After some hurtful purging (jobs may not be alone in the “lost” column — the FCC will examine whether licenses need to be removed, as well), we’ll attempt to move forward. We’ll remind the public about everything wonderful that the radio and record industries CAN be, and then if we’re smart — and I know we are — we’ll go out and prove it. Again. This time, we’ll do it with true professionals who respect themselves, each other, and most of all — those who passionately listen to our stations and enthusiastically buy our music. That’s a payoff worth waiting for. — **TK**

Apparently, not everyone in radio got the word about the **Elliott Spitzer/Sony BMG** Payola settlement as **ABC Hot AC WDVD/Detroit, MI** announced their “**Employee Discount Weekend**.” Starting today and running all weekend, listeners will pay the same price on CDs, DVDs, movie passes, and concert tickets that the WDVD staff pays, “**Absolutely Nothing**.” Next week, will the station be doing a “Turn Yourself Into Elliott Spitzer Weekend”??

**Changes 2.** **Infinity Urban WBLK/Buffalo’s Kendra G** has been tapped by **Crawford Broadcasting Urban WPWX/Chicago** for nights — **Peterson Top 40 WZKL/Canton’s new MD is Nikolina** — Program Manager **Patty Martin** steps up to PD for **Bonneville Classic Rock simulcast WDRV-WWDV/Chicago-Zion, IL** — Its back to Houston for **Clear Channel Top 40 KDWB/Minneapolis Promotion/Imaging Dir. Freddy Cruz**.

*What they said about the 30th Learning Conference:* **Ken Singer**, GM/CJVR-FM & CK950 AM — “Wow and WOW! Thank you for a tremendous learning event.”

After more than two decades on the air, Non-comm **WKDS/Kalamazoo** is leaving the airwaves. **Loy Norrix High School** no longer has the monies available to pay a teacher to run WKDS. The **Kalamazoo Gazette** reports that the shut-down is hoped to be temporary as the school system begins an effort to raise money by leasing space on the four school-owned transmission towers.

**PAT McGEE BAND**



**Must Have Been Love**

KFBZ 47X WZPL 26X WVRV 16X

**ONE HUNDRED PERCENT FREE**




**digby**

**WLRS, WXMA, KLLY**

**WIXX 39x! WHTS 31x!  
WHZZ 13x!**

**Satellites**



**CHERRY MONROE**

Next year will mark the 60<sup>th</sup> anniversary of Twin Cities-based **Brown College** (formerly **Brown Institute**), and in celebration of their long history of training broadcasters, the school is trying to collect 8x10 photos of as many of its graduates as possible. The plan is to frame them and hang them in the halls of the Broadcasting Department. Send your photos and bio information to **Mike Kronforst**, C/O Brown College, 1440 Northland Drive, Mendota Heights, MN 55120. Look for Mike to send a release form to you. The school plans a big reunion next summer to tie in with the anniversary. Will that reunion tie in with the 31<sup>st</sup> annual **Conclave Learning Conference**??

**IMPORTANT MAIN STREET & TATTLER NOTE FOR NEXT FRIDAY: WE'RE MOVING!!** Next Friday, August 4<sup>th</sup>, Main Street will be moving its offices about 50 feet; from the 3<sup>rd</sup> floor to the lovely garden level of 4517 Minnetonka Blvd in Minneapolis. Our address and phone/fax/emails all remain the same. But it DOES mean that we may be out of phone contact on Friday (don't worry—our voice mail will work, and we'll check it frequently). We intend to be fully operational in our new suite on Monday, August 8<sup>th</sup>. To celebrate the move, **Tom Kay** will be taking a vacation from 8/8-12, leaving **Claire ("She's About A Mover") Sather** to tidy the place up. Because of the move, your **TATTLER** next week will be the SPECIAL collector's edition of the **TATTLER** distributed at the 30<sup>th</sup> annual Conclave Learning Conference last weekend. In addition, we'll attempt to include as many new **JOBS** and **Arbitron** spring books as we can in the abbreviated **TATTLER**. We'll be back to publishing the full edition on Friday, August 12<sup>th</sup>.

**More Changes.** **Dylan** leave MD/night duties at **Clear Channel** Top 40 WZEE/Madison—**Zimmer Radio Group**/Joplin, MO welcomes **Steve Stone** on as Dir./Creative. Stone come to them from a morning slot at Hot AC KUPH/Mountain View, MO—**Stephanie Troy** exits mornings at **Cumulus** Top 40 WZOK/Rockford, IL to return to Florida—**Radio One** Urban WIZF/Cincinnati has a new PD in **Phillip March**.

Congratulations to KJKJ/Dallas afternoon guy **J.J. Kincaid** on his marriage to new wife **Erin**. The nuptials took place on Saturday (7/23) at the **Minnesota Zoo**, not long after the last session of the day at the 30<sup>th</sup> Learning Conference.

September will mark a return to the airwaves for radio vet **John St. Augustine**. This will be his first host position since leaving **Power! Talk Radio** in 2002 to donate a kidney to his daughter. The Michigan talker will be hosting a 3-5pm show on **Lakes Radio** Talk WCHT/Esanaba, MI, replacing the former time-slot holder **Westwood One's Bill O'Reilly**.

Condolences to the entire **Clear Channel**/St. Louis cluster, friends, and family of Chief Engineer **James "JC" Hall**. He passed away last night (7/27) from an apparent heart attack.

*What they said about the 30th Learning Conference:* **Marc Nathan**, President/Flagship Recordings – "**Steven Page**/Barenaked Ladies had a great time, smiling all the way through his bowling and karaoke!"

**JOBS. Midwest Communications** Top 40 WIXX/Green Bay, WI seeking on-air talent for possible morning co-host opening. Send T&R and cover to **Jason Hillery-PD**, 115 South Jefferson St., Green Bay, WI 54305 or [jason@wixx.com](mailto:jason@wixx.com)...**RP Broadcasting** seeking exp. On-air talent. Preferred experience of 2-4 years on air experience. Must be available for live remotes, public appearances and promotions. Experience with Sound Edit 16, Sound Thing and Mac's (yes Mac's). Helpful if you have worked HOT AC or Country formats. Send your T&R to **Chuck Sebastian**, 2115 Washington Ave S., Bemidji, MN 56601 or [csebastian@kbbj.com](mailto:csebastian@kbbj.com)...**Clear Channel** T40 KDWB Minneapolis seeks Production/Imaging Director. Email T&R to KDWB PD **Rob Morris**, [robmorris@clearchannel.com](mailto:robmorris@clearchannel.com)...**Clear Channel** T40 Z104/Madison needs a new night jock ASAP! Send your stuff to PD **Jon Reilly**, 2651 South Fish Hatchery Rd., Madison, WI 53711...**Cumulus** Top 40 WZOK/Rockford seeks morning co-host. Send T&R to **Tom Lazar**, Program Director, WZOK-FM, 3901 Brendenwood Rd., Rockford, IL 61107...**Christian Family Radio** WGNV/Stevens Point-Wausau, WI seeks FT afternoon drive (3-6pm) air talent. Production skills and previous on-air experience required. Send T&R to **Employee Services**, Christian Family Radio, 1909 W Second St., Appleton, WI 54914 or [hr@christianfamilyradio.net](mailto:hr@christianfamilyradio.net)...**Cumulus** Rock WXLQ/Quad Cities, IA seeks a mid-day talent. Production skills necessary. Send T&R to **Dave Levora, PD**, 97 Rock, 1229 Brady Street, Davenport, IA 52803...**MacDonald-Garber** T40 106KHQ/Northern Michigan seeks morning co-host to relate to women with music intensive show. Send T&R to **Todd Martin**, OM, 10KHQ, PO Box 286, Petoskey, MI 49770...**Citadel** CHR WIOG/Saginaw-Flint, MI seeks morning superstar. Looking for someone who knows how to entertain, connect, and relate with women 18-34. Min. 3yrs exp. Required. Send T&R to WIOG c/o **Brent Carey**, 1740 Champagne Dr. N, Saginaw, MI 48604...**Saga** KOOL 98/Mitchell, SD seeks on-air Program Director. Exp w/ music scheduling & Scott Studios a must, as well as past PD/APD exp. Strong production skills preferred. Send T&R to **Joel Van Dover**, OM, KMIT/KUQL, 501 S. Ohlman, Mitchell, SD 57301 or [bigji@kmit.com](mailto:bigji@kmit.com)—All **JOBS** listed in this **TATTLER** are provided free of charge and represent equal opportunities. No calls unless otherwise specified.