

THE MAIN STREET Communicator Network TATTLE R

Publisher: Tom Kay
Associate Publisher/Editor • Claire Sather
"Leaves Your Silverware SPOTLESSLY Clean"

This was moving week for Main Street and The Conclave's offices. It wasn't a long-distance shuffle. We just moved to the 1st floor in the same building (same address, phone, and fax). Still, it took no small amount of effort to move all our accumulated crap down the stairs (last move for this office: 1991!). So, this TATTLE R is a brief one. BUT as a bonus, we're attaching the collector's edition Conclave 2005 TATTLE R which until now, had only been available on-site at the 2005 Learning Conference. Expect a regular edition next week. Speaking of next week, Tom Kay will be on his annual post-Conclave bingeÉer, that isÉvacation. In his absence, the lovely and talented Claire Sather will be holding court in these here new offices. Call her early and often with your music adds, news stories, gossip, questions about TalenTrak, and whether or not you've gotten a phone call from Elliott Spitzer!

Hubbard Talk KSTP-AM/Twin Cities evening host **Chris Krok** is leading a caravan of listeners across the border to Wisconsin tomorrow to buy their smokes. Why? Minnesota's new cigarette tax increase, enacted earlier this week! Krok accused the Governor and the legislature of prompting the exodus, claiming they "didn't think about this possibility when they passed the tax." If all goes well (read: if Chris gets enough attention!), he'll lead weekly or monthly cigarette-buying expeditions to Wisconsin. Krok isn't the first Minnesotan to lead a caravan in search of cheapness. Several years ago, Senator **Mark Dayton** led busloads of senior citizens across the border to Canada to purchase prescription drugs at a discount. In other Krok Talk - Chris made headlines earlier this week, when he took his evening talk show to a grocery store in North Minneapolis to broadcast during National Night Out. The store was in a neighborhood with the most murders in the county (the storeowner's son was shot in the face last year while standing in front of the store, and another person was killed inside the store). Chris was joined by the Minneapolis Chief of Police and other local community and political leaders for the broadcast.

Minneapolis Spring Book. Infinity N/T WCCO reclaims the top spot. **Clear Channel** T40 KDWB and **ABC** rock KXXR post nice springs. WCCO-AM 8.6-8.9, KQRS-FM 9-8.1, KEEY-FM 7.3-7.3, KDWB-FM 4.9-5.9, KXXR-FM 4.5-5.3, WLTE-FM 5.5-5.1, KQQL-FM 4.4-4.4, KTCZ-FM 3.7-4.2, KSTP-FM 4.2-4.1, KSTP-AM 4.6-4, KTTB-FM 3.3-3.6, KFAN-AM 2.5-2.8, KZJK-FM 2.7-2.7, KJZI-FM 3.4-2.3, WGVX-FM/WGVZ-FM/WGVY-FM 1.2-1.3, WWTC-AM 1.2-1.2, WDGY-AM 0.6-1.1, WFMP-FM 1.1-1.1, KLBB-AM/KLBP-AM 1.3-1, KTNF-AM 0.9-1, KBGY-FM 0-0.6, KLCI-FM 0.9-0.6, WWJO-FM 0-0.6. Winter 2005 to Spring 2005 12+ persons, 6A-Mid, M-Su comparisons. Copyright 2005, **The Arbitron Company**. May not be used without permission.

TALENTRAK 2005! The 10th edition of the Conclave's exclusive air talent seminar, TalenTrak 2005 is Saturday, October 15th at the Holiday Inn/City Centre Lakeside in Cleveland, Ohio. The day begins at 9AM with a rapid-fire series of hard-hitting instruction. Then, it's TalenTrak Keynote time, featuring the usual industry legend! At 2PM, it's the all-important *Aircheck Clinic* (for the first 60 registrants, only; bring your scoped 3 minute aircheck ON CD ONLY!!) At the conclusion of the day, TalenTrak presents "Great War Stories of Radio," and intimate glance at the trials and tribulations of some of the industry's most successful air talents, taught in story form! You'll laugh, you'll cry, and for sure – you'll learn! It wouldn't be a Conclave event if more food and drink weren't supplied, so that's why the TalenTrak Happy Hour wraps up the day! Faculty for all these sessions, will be announced shortly. The price for all this learning? Just \$49 (\$39 if you're part of a group of 4 or more from the same station/cluster who register at the same time!). But hurry, these special tuitions expire just one month from now. For more details, check www.theconclave.com or call the Conclave office at 952-927-4487.

With all sorts of confusion reigning in the world of proper music selection, there IS one song making a difference at several respected Midwest top 40's: **Cherry Monroe's "Satellites"** on **Universal**. **David Burns** at WIXX/Green Bay reports requests and sales resulting in top spins (50x!), and the same story is brewing at **Tony Waitekus'** WHTS/Quad Cities. This Ohio band can make your playlist come alive with the tempo and hooks you're looking for as summer turns to fall!

Clear Channel urban KATZ/St. Louis has officially fired suspended morning hosts **DJ Kaos** and **DJ Sylli Asz** for their on-air discussion of ways to fight police officers just 8 days after a local sergeant was murdered. Three weeks ago, the jocks were suspended the day after their on-air comments. The station had been pressured with calls for the team's dismissal along with a boycott by members of the Fraternal Order Of Police.

STEVEN PAGE
WILTED
ROSE
KBCO!
The Vanity Project

CHERRY MONROE
UNIVERSAL
Satellites
wixx 50x!wrht 28x!
whts 24x!whzz 23x!

or
kyyy, kejo, kmxc,
kexl, krro, kixx, ksjz,
kzmy, kwyr
jon patrick mcclaren
chasing butterflies

KWOA 12x!
KGLI 10x!
KGLI!
Breanna
NO OTHER
LOVE

Need to update your on-air



TalenTrak
 SATURDAY,
 OCTOBER 15
 2005
 HOLIDAY INN
 CITY CENTRE
 LAKESHORE

\$49 until
 September 16th.
 Details at
www.theconclave.com

ADDED: KWOA, KDEC



**Must Have
 Been Love**

PAT MCGEE BAND

Emmis/Chicago VP/Programming Mike Stern checks in with word of Q101's "My Shuffle," an interactive on-air feature every weekend where listeners can build playlists by picking songs from the Q101 music library. Q101 chooses listener playlists to play on-air, along with personal introductions from the listener who created the playlist. Last spring, Q101 expanded its Alternative music library nearly seven times its original size. The "My Shuffle" idea just takes the "Shuffle" one step further. "Listeners are used to building playlists on their iPods and MP3 Players," said Stern. "This is our way of allowing them to do that with their favorite radio station."

Milwaukee Spring Book. Journal N/T WTMJ widens its lead. WTMJ-AM 8.3- 9.5, WQBW-FM 6.3- 6.8, WKKV-FM 6.1- 6.3, WMIL-FM 5.5- 6.1, WXSS-FM 6.0- 5.1, WRIT-FM 4.4- 4.9, WISN-AM 4.6- 4.6, WKLH-FM 5.0- 4.5, WJMR-FM 4.1- 4.4, WLZR-FM 4.1- 4.3, WOKY-AM 4.7- 4.1, WTKI-FM 4.3- 3.9, WMYX-FM 3.4- 3.6, WJZI-FM 3.6- 2.9, WLUM-FM 1.7- 2.8, WFMR-FM 1.6- 1.7, WFZH-FM 1.8- 1.7, WEZY-FM 1.7- 1.3, WTKM-FM 1.1- 1.1, WEXT-FM 1.8- 1.1, WGN-AM 0.5- 0.9, WNOV-AM 1.2- 0.8, WMCS-AM 0.8- 0.8, WBWI-FM 0.6- 0.6, WAUK-AM 0.9- 0.5, WOJO-FM 0.5- 0.4, WPJP-FM **- 0.4, WSCR-AM **- 0.4, WDRV-FM 0.5- 0.4, WSSP-AM **- 0.4, WTKM-AM **- 0.2, WWDV-FM 0.3- 0.2.

Check out the incredible coverage of radio & record legend **Duke Sholin's** Rockwell Award ceremony at the 30th Conclave Learning Conference in today's Music Biz at www.musibiz.com!

The **St. Louis Cardinals** are leaving their longtime home at **Infinity Talk KMOX-AM** and buying a half interest in rival **Talk KTRS-AM**, where the game broadcasts will move in 2006 in the first season of an eight-year deal. The deal will end the team's run of 52 years on KMOX – who issued the following: "(We're) disappointed in the loss of Cardinals baseball which we have broadcast for the past 52 years. Cardinals baseball has played an important role in the station's history, and we had hoped to continue the tradition of broadcasting the games to the millions of fans around the country who have come to rely on our award-winning coverage. Unfortunately, a win-win agreement could not be reached between us and the organization. We were not prepared to enter into an agreement which would have had substantial financial implications on the station and Infinity Broadcasting in the future. The recent proliferation of available outlets to hear Cardinals baseball games, including online, satellite radio and cellular telephone, has decreased the exclusivity for which we had been paying a premium. Increasing our rights fees at this time would have not been in the best overall interest of KMOX and its legion of listeners."

Changes. Emmis Alternative KPNT/St. Louis Promotions Coordinator **Joe Arciaga** exits...**Entercom** Top 40 WKSE/Buffalo PD **Jimmy Steele** departs...**Zimmer** Top 40 KSYN/Joplin afternooner **Jake McNeil** exits...**Radio One** Urban WCKX/Columbus evening

personalities **Sean Anthony** and **Keith Jones** are moving to sister Urban WHTD/Detroit, effective Monday.

Congratulations to **Clear Channel** Top 40/Mainstream KZCH/Wichita MD/middays **JoJo Collins** on his marriage Conclave weekend to longtime girlfriend **Henisia Lopez**.

Condolences to **Clear Channel** Country KZSN/Wichita PD **Chuck Geiger** on the death of his father Charles.

Changes, Too. Leighton Top 40 KCLD/ST. CLOUD midday talent **Jesse Mitchell** exits...**Clear Channel** Top 40 WSNX/Grand Rapids names **Brian Holmes** as their new APD/nighttalent...Former WMGI/Terre Haute PD **Matt Luecking** moves across town at **Crossroads Communications** Hot AC WBOW. He'll handle afternoon drive, and also serve as Promotions Director...

Jobs. Leighton Top 40 KCLD/St. Cloud needs a midday host. CD&R's to PD **Chris Pickett**, 619 W. St. Germain, St. Cloud, MN 56301...**Midwest Communications** needs a PD for country KTCO/Duluth. Send a resume to Office Manager **Lynn Surrell**, 715 East Central Entrance, Duluth, MN 55811 or e-mail lynn@mwcradio.com...WQAL/Cleveland needs part-time air talent. At least 2 years on-air experience preferred. Send your CD and resume to PD **Allan Fee**, 1 Radio Lane, Cleveland, OH 44114...The **Western Kansas Broadcast Center**, a cluster of 10 stations based in Garden City, KS is looking for an immediate overnight jock. Send tapes and resumes to **James Janda**, KKJQ, 1402 East Kansas Avenue, Garden City, KS 67846...**Cumulus Media Inc.** in Kansas City, MO is accepting resumes for a Production Director. MP3 your demo and resume to Maurice.Devoe@cumulus.com or send your packages to OM **Maurice DeVoe**, 4240 Blue Ridge Blvd Suite #820, Kansas City, MO 64133...**Audience Development Group** is looking for a Morning Drive personality for Client station WIOG/Saginaw. Email me your MP3 and resume to **Brian Wright** brianw6187@aol.com...**Metro Networks-Milwaukee** needs a Fill in Traffic/News Anchor. Contact OM **Mike Kristof** at 414-276-7100. Or send your stuff to 633 W. Wisconsin Ave. #1910, Milwaukee, WI 53203. You can e-mail Mike at mike_kristof@metronetworks.com...KDAT/Cedar Rapids, a **Cumulus Media** AC, is looking for air talent. Email T&R to dick.stadlen@cumulus.com or send to OM **Dick Stadlen**, 425 2nd Street SE, 4th Floor, Cedar Rapids, IA 52401...WGEZ/Beloit, WI needs a part-time Board Op. Mail your credentials to **Alan Kearns**, 622 Public Ave, Beloit, Wisconsin 53511...Clear Channel/Minneapolis needs a National Sales Coordinato. E-mail or mail resume, cover letter, and position you're seeking and salary requirements to Hiring Manager, 1600 Utica Avenue South, Ste. 400, Minneapolis, MN 55416 (email Employment@ClearChannel.com...All positions found in JOBS are provided free of charge and represent equal opportunities. No calls unless otherwise specified.